

Justin Hernandez

Visual & UX Designer

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SKILLS

- InDesign, Illustrator, Photoshop and Lightroom
- Rapid prototyping, user testing, research interviews, user flows and facilitating ideation sessions
- Basic understanding of semantic CSS and HTML

EDUCATION

General Assembly

Washington, D.C.
Front-End Web Dev., Oct. 2015

Texas State University

San Marcos, TX
BFA, May 2014
Communication Design

Texas State University

San Marcos, TX
BBA, May 2014
Marketing

RECOGNITION

Addy, Gold, District, 2015
Best of Student Advertising

Graphis, Gold, 2015
Student Advertisement Series

HOW Magazine, 2015
Student Advertisement Series

EXPERIENCE

Freelance Designer

June 2016 – Present, Milwaukee, WI

- Currently designing digital/web solutions for a local Milwaukee food distribution company.

Jr. UX Designer, ECMC Innovation Lab

May 2015 – May 2016, Washington, DC

- Researched, designed and iterated on a redesign of the financial aid process at Zenith schools to help improve the experience for an overlooked demographic.
- Designed and managed the production of a financial aid workbook that was distributed nationally to Zenith schools. Volume exceeded 20,000 units.
- Led and facilitated ideation sessions, project kickoffs, research interviews and user tests.
- Designed multiple solutions for CollegeAbacus.org. This includes a data tool redesign, new web pages, user flows, graphics and promotional materials.
- Mentored a design assistant through the creation of their first icon set for Zenith schools.

Designer, Crush Advertising

May 2014 – May 2015, Austin, TX

- Concepted, researched and designed marketing materials for the brand Daily Greens.
- Designed several packaging solutions for Daily Greens that were selected and distributed nationally by Whole Foods.
- Concepted and named a highly successful product line extension for Daily Greens.
- Coordinated, managed, and photographed several product shoots for Daily Greens. Photography was utilized through print and social media.