

Nelson Hernandez

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Objective

I am interested in working in an environment that allows me to further my experience as art director and interactive designer. As a passionate individual for new media and technology I am looking to be part of a team where I am challenged to innovate, design, and create out of the box solutions to communicate the client's message.

Experience

ART DIRECTOR, INTERACTIVE DESIGN MANAGER – MyPoints, Inc. San Francisco, CA,
June, 2009 - Present

Duties: Manage and design strategic creative projects. Interact and conceptualize with business owners to develop "definition documents" that provide direction of campaign communications which meet stated marketing objectives. Oversee the creative resources, consisting of graphic designers and copywriters. Facilitate and oversee the aesthetic and content objectives for assigned web, email and other ad campaign projects. Responsible for scoping projects, communicating with idea originators and development team, assigning and managing these projects from inception through completion.

www.mypoints.com

DIRECTOR OF VISUAL COMMUNICATIONS – NewZonia, Inc. San Francisco, CA, July, 2008 - May, 2009

Managed and oversaw the creation and development of the identity and brand for a social media internet start-up. Provide art direction and technical guidelines for designing an innovated user interface for this web application. Responsible of overseeing the creation of all marketing collateral material for the company.

www.newzoniamedia.com

PRINCIPAL & ART DIRECTOR – 3.675 Design. San Francisco, CA, March, 2005 - July, 2008

As a principal of the firm I oversaw the administrative and business development tasks. As an art director I managed a talented group of designer and web developers and oversaw the creations of interactive and print projects for clients such as Wells Fargo, ReggleBerry Products, Inc. Hollenbeck Associates among others.

www.3675design.com

INTERACTIVE DESIGNER – Freelancer. San Francisco, CA, November, 2000 - March, 2005

Provided services as an interactive designer for a variety of clients, video post production houses, and design firms such as Camp Creative, Luz, Inc, J3 Design and Skaggs Design.

MULTIMEDIA DESIGNER – Skaggs Design. San Francisco, CA, November, 2002 - September, 2004

Team member of the firm's creative department. In charge of designing interactive user interfaces and web applications from original layouts and designs to assembly and output.

www.skaggsdesign.com

MULTIMEDIA DESIGNER – The DVD Group, division of Century III - Universal Studios. Orlando, FL,
October 1999 - March, 2004

Team member of the Multimedia Design department. In charge of developing interactive user interfaces, from original layouts and designs to the assembly, and output of DVDs, CD-Roms and Web Sites.

Education

MFA IN GRAPHIC DESIGN – November 2003

(2 Semesters)

The Academy of Arts University. San Francisco, CA

www.academyart.edu

ASSOCIATE OF SCIENCE DEGREE IN DIGITAL MEDIA – August 1999

Full Sail University. Orlando, FL

www.fullsail.com

ASSOCIATE OF SCIENCE DEGREE IN FILM AND VIDEO PRODUCTION – August 1998

Full Sail University. Orlando, FL

www.fullsail.com

SPECIALIZED DEGREE IN AUDIO RECORDING ENGINEERING – August 1996

Taller de Arte Sonoro. Caracas Venezuela

www.tallerdeartesonoros.com

Skills

Languages: English - Spanish, art direction, project management, graphic design, motion graphic design, web design, video encoding, DVD authoring, HTML, D-HTML, CSS, action scripting, basic knowledge of Java. Software application knowledge: Adobe Creative Suite CS5 - including Flash and After Effects, Sonic DVD creator, Apple Final Cut, Apple DVD Studio Pro.

Recommendation letter and references are available upon request.