

DIEGO RAUL HERNANDEZ



GRAPHIC DESIGN

VIDEOGRAPHER

PHOTOGRAPHY

LANGUAGES

**ENGLISH
SPANISH**

SKILLS

Adobe Creative Suite
Marketing
Branding
Social Media
Email Advertisement
Video Editing
Photo Editing
Motion Graphics

EDUCATION

Associates of Science
Graphic Design
The Art Institute of Philadelphia
June 2012 | 3.5 GPA

AWARDS & AFFILIATIONS

IPMI Marketing Award
"Getting Visual" 2019
Anti Bullying Campaign YMCA - 2012
Best Portfolio Graphic Design - 2012
Outstanding Achievement Award - 2012
Best of Quarter*
Conceptual Imagery - 2011
Typography III - 2011
Published in Nationalist Magazine
Published in Pique Photo Magazine
Published work on: BuzzFeed,
Perez Hilton.com, oceanup.com

* Award given for excellence by Graphic Design faculty AIPH

EXPERIENCE

Visual Designer

Cycle Gear, Comoto LLC - Philadelphia, PA

July 2019 - Present

- Designed Website UI, Promotional on-site marketing assets, Promotional Email Design, Social Media Promotional Design, Motion Graphics for web & email.
- Assist with conceptualizing monthly catalog for over 145 stores
- Conceptualize and create overarching campaigns

Multi-Media Designer

Chatterblast Media - Philadelphia, PA

April 2018 - March 2019

Graphic Design

- Brand development, social media campaigns, info graphics, log design, print collateral

Video Production

- Videography, editing, motion graphics, curated brand-specific video for various clients
- Experienced in directing & managing a portable studio
- Well versed in editing with Premier and After Effects

Photography

- Photographed multiple subjects within a studio & non environmentalists for integration into design & branding of various clients.

Social Media Designer

Gopuff - Philadelphia, PA

January 2017 - November 2017

- Curated content for all social channels including; Facebook, Instagram, snapchat & linked-in
- Assisted design & video team with creation of social campaigns to be used on all platforms

Marketing Assistant & Social Media Coordinator

The Twisted Tail - Philadelphia, PA

June 2016 - January 2017

- Assisted marketing manager with upcoming events promotion
- Curated content of all social channels including Facebook Instagram & Twitter
- Assisted with curating events for the company and interacting with potential partners

Junior Graphic Designer

Yapping Media - Philadelphia, PA

November 2013 - June 2016

- Responsible for assisting the oversight of all email and social media design for accounts that expands and remain true to the clients brand narrative
- Creation of digital design for use in email, social media and web design
- Managed and oversaw work for 2 other designers
- Created original marketing materials for clients who range from large corporations to small boutiques within the Philadelphia region.

CONTACT ME

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