

Hi, I'm Mario Hernandez

Senio Graphic Designer

marioherdz@hotmail.com
818-933-1519
designmch.com

Experienced Senior Brand Designer with over 15 years in the creative industry. Demonstrates a knack for crafting and implementing brand strategies that not only boost brand visibility and sales but also deliver exceptional customer interactions. Proficient in various design tools like Adobe Creative Suite. Equipped with solid leadership and communication abilities. Thrives in high-pressure, multitasking scenarios. Adept at fostering positive relationships within teams, contributing to a collaborative and thriving environment. Self-motivated and proactive problem-solver.

EDUCATION

Bachelor of Fine Art in Graphic Design
CALIFORNIA STATE UNIVERSITY OF NORTHRIDGE

SKILLS

Art Direction	Photoshop
Creative Strategy	Illustrator
Visual Design	Premiere Pro
Project Management	After Effects
Team Leadership	Adobe XD
Bilingual	Photography
Marketing Collateral	Typography
Digital	Concept
Brand Design	Layout
Social Media	Styling
InDesign	

EXPERIENCE

04/15 - Present

PennyMac - Westlake Village - *Senior Graphic Designer*

As a Senior Graphic Designer at PennyMac, I collaborate with cross-functional teams to create impactful designs across various marketing channels, including email, social media, and events. I have a deep understanding of brand strategy and a passion for visual storytelling, ensuring all designs align with PennyMac's brand identity and business objectives.

04/2023 - 4/2024

Appen - Bellevue WA (Remote) - *Senior Brand Designer*

As Senior Graphic Designer at Appen, I lead visual communication efforts to achieve impactful results. I drive innovative solutions that align with advertising goals, foster collaboration across teams, and ensure brand consistency. My experience includes spearheading high-profile campaigns and delivering compelling sales materials, event designs, and social media creatives that resonate with the target audience.

04/2010 - 04/2023

JAFRA Cosmetics - Westlake Village - *Senior Graphic Designer*

As Senior Graphic Designer at JAFRA Cosmetics, I led the visual evolution of the brand across multiple platforms. I developed multimedia marketing campaigns, integrating graphic design, photography, and video. My strategic social media content increased brand recognition and engagement. I translated the company's vision into compelling visuals, ensuring alignment with brand objectives. Additionally, I mentored an intern, overseeing task delegation and ensuring timely project delivery.

06/2018 - 06/2019

LAUSD NV OC - Mission Hills, CA - *Graphic Design Instructor*

As an educator, I created a comprehensive curriculum covering graphic design fundamentals, preparing students for real-world challenges. I provided personalized instruction, fostering unique creative skills and portfolio development. Through hands-on projects, I equipped students with the technical proficiency needed for entry-level design roles.