NATE HERNANDEZ

Graphic Designer &
Front End Web Developer

DOB
05.23.1986

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EMAIL
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WEBSITE
NstoneDesigns.com

SOFTWARE & SKILLS

Photoshop
Illustrator
InDesign
Adobe XD
Axure
Adobe Dimension
After Effects
Premiere Pro
Flixel (Motion Photos)
HTML & CSS
Figma Jira

DIGITAL PLATFORMS

Magento
Wordpress
Shopify
HubSpot
MailChimp

Creative Graphic Designer and front end web developer with over 10 years of professional experience developing engaging web, digital and print design work for a wide range of media. Extensive experience in Adobe Creative Suit. Froficient in Figma and Jira. Highly adept at conceptualizing, graphics, branding, interface development, print materials, photo manipulation, compositing & digital advertising. Demonstrated success working in fast paced collaborative environments and meeting deadlines with effective designs through forward thinking strategies.

EXPERIENCE

RAD DIVERSIFIED
FRONT END WEB DEVELOPER / GRAPHIC DESIGNER

February 2023 - April 2024

- Produced a wide range of ad graphics for the marketing and advertising teams.
- Responsible for designing and coding a variety of opt-in landing pages to support new ad campaigns.
- Responsible for developing logo and brand identity for new child brands.
- Conducted regular web and graphic maintenance, updates and enhancements across all company websites.
- Supported building and maintaining Hubspot websites and web pages.
- Designed all print materials and print assets for live conference events.
- Designed graphics and layouts for published books and supporting workbooks.

TAMPA BAY LIGHTNING
FRONT END WEB DEVELOPER / UI DESIGNER

January 2023 - April 2023

- Used CSS to design and style front end web software to be used for NHL in-game stat tracking and analytics.
- Designed, styled and coded user interfaces and UX for multiple different branches of web apps.

BIRCHNOTES
FRONT END WEB DEVELOPER / UI DESIGNER / GRAPHIC DESIGNER

April 2021 - Nov 2022

- Responsible for developing logo and brand identity for a startup software company in the mental health space.
- Produced branded graphics and marketing illustrations for the company website and social channels.
- Worked closely with UI designer to mock up interface designs for new features, components, pages and forms within the software.
- Responsible for coding and styling app interface on the front end, ensuring layout, design and CSS match the provided adobe mocks.
- Required to build all code on a local environment and push code updates through terminal via git.
- Worked on QA team performing various types of acceptance & regression testing of the software.

WHITE CLOUD ELECTRONIC CIGARETTES
LEAD GRAPHIC & WEB DESIGNER

August 2013 - April 2021

- Responsible for producing complete print-ready packaging designs for all products.
- Develop logo and branding design for new products, as well as digital marketing and advertising materials for e-commerce new product launches, including motion ad banners and promotional graphics.
- Create, update and maintain HTML & CSS, page content, landing pages, visual imagery and promotional advertisements throughout our e-commerce website through the Magento platform.
- Maintain consistent visual and graphic appearance of our wordpress blog sites, as well as transcribe posts into HTML as our content team dictates.
- Assist developers in troubleshooting layout, visual design and UI situations.
- Set up template files to produce email campaigns and landing pages through HubSpot as needed in accordance with the marketing team's initiatives, as well as provide cohesive photo and illustrative imagery for those campaigns.

EDUCATION

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY TAMPA
BACHELOR OF ARTS

2011 - 2013 • Tampa, FL

ST. PETERSBURG COLLEGE
ASSOCIATE OF ARTS

2006 - 2009 • Tarpon Springs, FL