

Yadira Marisol Hernandez

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Education

UNIVERSITY OF TEXAS RIO GRANDE VALLEY

Bachelor of Fine Arts, Major: Graphic Design | Minor: Marketing

Experience

UNIVERSITY OF TEXAS RIO GRANDE VALLEY RECREATION

Graphic Designer, August 2020 – December 2020

- Designed print and digital marketing collateral for different programs within the recreation center.
- Illustrated and animated graphics.
- Designed within the brand guidelines of the recreation facility.

UTRGV LATINO THEATER INITIATIVES

Student Assistant, Illustrator & Graphic Designer May 2019 – September 2020

- Utilized After Effects and Illustrator for making motion graphic animations for video productions.
- Designed the brand & identity for a video series.
- Designed and illustrated theatre backdrops.

TIPSY CANVAS

Painting Instructor, April 2019 – May 2020

- Helped create a fun and creative environment for people of all ages.
- Introduced acrylic painting techniques to beginner artists.
- Managed the art supply inventory and the art studio.

INTERNATIONAL MUSEUM OF ARTS AND SCIENCES

Intern Graphic Designer, August 2019 – December 2019

- Illustrated and designed graphics for the museum's digital and print marketing collateral.
- Worked with tight deadlines.
- Developed creative marketing collateral and illustrations mirroring the museum's brand style.

FREELANCE GRAPHIC DESIGNER & ARTIST

Self-employed, May 2018 – Present

- Conceptualized logo designs.
- Provided rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.
- Designed and developed traditional and digital art pieces according to client's specifications.

Awards & Exhibitions

2019 ADVERTISING AWARDS

- Gold Award in Ambient Media.

Additional Skills

Proficient in Microsoft Office.

Proficient in Adobe Suites.

Digital & Film photography experience.

Fluent in Spanish & English.

References

Available upon request.