

# Isaac Hernandez

Leadership | Branding | Creative Design

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## 👤 PROFESSIONAL PROFILE

- Versatile and creative visual design storyteller with extensive experience conceptualizing, presenting, and executing innovative and visually impactful design solutions across multiple mediums including print, digital, and video to advance business objectives.
- Skilled in managing all facets of creative services including advertising, branding, social media, website design, graphic design, and multimedia assets with a keen awareness of market behavior and design trends.
- Relentless commitment to developing visually engaging, impactful creative deliverables that meet the highest standards of quality, creativity, and functionality.
- A hands-on, collaborative leader who can leverage exceptional interpersonal skills and proven design principles to effectively influence innovation, product development, and brand awareness.
- Proven ability to manage multiple project timelines, milestones, and resources on time and within budget in a fast-paced environment.

## 🎓 EDUCATION

**Bachelor of Arts (B.A.)  
Art and Graphic Design**

*San Jose State University  
San Jose, CA*

## ⚙️ EXPERTISE

### Skills:

- Graphic Design
- Layout Design
- Creative Design
- Strategic Planning
- Typography
- Iconography
- Print Production
- Multimedia Assets
- Asset Management
- Web Design
- Project Management
- Team Leadership
- Process Optimization
- Branding
- Marketing
- Design Principles
- Verbal and Written Communication

### Software Proficiencies:

- Adobe Creative Suite  
(*InDesign, Photoshop, Illustrator, Premiere, Lightroom*)
- UX/UI (*Figma, XD*)
- Microsoft 365
- Google Workspace

## 💼 WORK EXPERIENCE

*Apple—Advantis Global—Sunnyvale, CA (08/2023-Present)*

### Graphic Production Lead

Led the redevelopment of product design to capture the look and feel of Apple. Accountable for asset management including icons, logos, and product style.

- Contributed to the successful revamp of the macOS application aligned to Apple standards of quality in collaboration with product and engineering teams.

*Exponent—Menlo Park, CA (11/2022-08/2023)*

### Senior Graphic Designer

Coordinated production and design strategy for digital and print platforms, effectively conveying brand messages to drive brand awareness and engagement. Managed the full lifecycle of the design process ensuring a 100% on-time completion rate of high-quality materials, incorporating innovative techniques, and soliciting feedback for continuous improvement.

- Led redesign of website graphics, style guide, collateral, and campaign (email, social media, tradeshow graphics) resulting in increased website traffic and social media impressions.

*TIBCO Software Inc.—Palo Alto, CA (06/2012-09/2022)*

### Senior Web and Graphic Design Manager

Oversaw the design, development, and delivery of captivating brand assets aligned to business strategy and standards of quality. Led cross-functional communication with stakeholders to craft proven compelling visual messages that increase engagement. Managed the development process for impactful product launches prioritizing brand integrity and consistency.

- Successfully branded TIBCO's largest product launch, TIBCO Spotfire 10, ensuring high-quality, on-time creative deliverables.

### Senior Web and Graphic Designer

Responsible for innovative design strategies and leading branding enhancement initiatives including typography, logo templates, and iconography. Conceptualized and developed attention-grabbing collateral (infographics, brochures, flyers, videos) to drive successful campaigns.

- Built an extensive library of visually impactful social media graphics to promote effective messages on Facebook, Meetup, LinkedIn, and Twitter platforms.