

# Luis Hernandez

## Graphic Artist

Graphic artist with 10 years of experience producing bold visuals for marketing, publishing, and entertainment. Combines illustration with typography to create memorable brand imagery.

### CONTACT

 (000) 000-0000

 email@example.com

 Portfolio

 Miami, FL 33101

### KEY SKILLS

- Brand development
- Digital illustration
- Layout design
- Logo creation
- Photoshop
- Print design
- Typography
- Vector graphics

### PROFESSIONAL EXPERIENCE

GRAPHIC ARTIST | VIBE STUDIO, MIAMI, FL  
AUGUST 2016 – PRESENT

- Designed print and digital materials for over 200 client campaigns
- Rebranded client visuals that increased brand recall by 45%
- Developed full iconography set for major Latin music streaming app

ILLUSTRATOR | FLIPBOOK PUBLISHING, ORLANDO, FL  
JULY 2013 – JULY 2016

- Illustrated 30+ book covers for children's and young adult fiction
- Collaborated with authors to align visuals with narrative tone
- Developed brand style guide for new imprint series

### EDUCATION

- Bachelor of Arts (B.A.) in Graphic Arts  
Florida International University, Miami, FL | May 2013

### CERTIFICATIONS

- Adobe Certified Illustrator Professional - Adobe, July 2014