



LUIS HERNANDEZ

Graphic Artist

CONTACT



(000) 000-0000



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LinkedIn



Miami, FL

KEY SKILLS

- Digital illustration and vector graphics (Adobe Illustrator)
- Brand development and identity system design
- Logo creation and iconography design
- Typography and layout design
- Print design and production for marketing materials
- Photoshop retouching and compositing
- Book cover and editorial illustration
- Style guide development and brand standards
- Client collaboration and creative brief interpretation

CERTIFICATIONS

- Adobe Certified Illustrator Professional, Adobe, July 2014

ABOUT ME

Graphic artist with 10+ years of experience producing bold visuals for marketing, publishing, and entertainment clients. Expert at combining illustration and typography to create memorable brand imagery that improves recall and drives engagement. Proven track record of managing 200+ client campaigns, rebranding identity systems, and delivering iconography and visual systems for consumer-facing digital products.

PROFESSIONAL EXPERIENCE

Graphic Artist

Vibe Studio, Miami, FL | August 2016 - Present

- Designed print and digital materials for 200+ client campaigns across music, entertainment, and consumer brands, delivering an average of 15 campaigns per month
- Rebranded visual identities for 8 clients including full logo, color system, and typography overhaul, resulting in an average 45% increase in brand recall measured post-launch
- Developed the full iconography set — 120+ icons — for a major Latin music streaming app, providing scalable assets deployed across iOS, Android, and web platforms
- Managed client relationships for 12 ongoing retainer accounts, maintaining 90%+ client retention through proactive communication and creative quality
- Collaborated with copywriters, photographers, and production teams on integrated campaigns, coordinating deliverables across an average 6-week project cycle
- Mentored 2 junior designers on brand standards and production-ready file preparation, reducing senior review time by 35%

Illustrator

Flipbook Publishing, Orlando, FL | July 2013 - July 2016

- Illustrated 30+ book covers for children's and young adult fiction titles, with 5 covers featured in publisher's best-seller promotional materials
- Collaborated directly with 15+ authors and editors to align visual tone with narrative, receiving above-average author satisfaction scores on post-project reviews
- Developed comprehensive brand style guide for a new imprint series defining illustration style, typography, and color palette adopted across 20+ subsequent titles

- Delivered all 30+ covers within contracted timelines, maintaining 100% on-time delivery record across 3 years

EDUCATION

Bachelor of Arts (B.A.) in Graphic Arts

Florida International University, Miami, FL | May 2013