

GISELLE HERNANDEZ

Web+
Graphic Designer

www.38centro.com
giselle@38centro.com
+1 808.391.4192

To whom it may concern,

I am a graphic/web designer with two years of experience working for interactive agencies and boutique design studios. I have been a part of new media projects such as niche social networks, flash micro-sites, e-commerce websites and marketing campaigns. I also have experience with HTML/CSS programming, which has made me knowledgeable of the technical side of web design, its restrictions and possibilities, cross browser issues and web optimization techniques. My foundation is in print design and I have worked on the design of posters, books, identity systems, and hand drawn illustrations for multiple mediums.

My goal is to keep growing as a designer in the various disciplines of my craft. I want to work with people that have a passion for technology, appreciate hands on process and value creative experimentation. I have attached my resume and I hope to hear from you soon.

Sincerely,

Giselle J. Hernandez

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SKILLS Excellent typographic and compositional skills / Fluency in Adobe Creative Suite: Photoshop, Illustrator, and InDesign / Knowledge of HTML, CSS, Flash, cross-browser compatibility, and Web standards / Ability to design and produce websites, email campaigns, banners, and newsletters / Ability to create and maintain corporate identity systems / Ability to illustrate and create original art work / Strong knowledge of current trends in art, design, music, and culture / Willingness to work effectively in an independent environment / Fluency in Spanish.

EDUCATION **Graphic Design BFA, 01.05 - 05.07**
University of Hawai'i at Ma-noa

WORK EXPERIENCE **Pure Rugs and Sundayland / Freelance Web Designer / 01.09-Present / Los Angeles, CA**
Maintain and update existing websites using html, and flash.
Work with their e-commerce package to add, remove, and change information on existing products.

Amauta Lab / Freelance Interactive Designer / 08.08-11.08 | Los Angeles, CA
Worked with the Creative Director, Art Director, and development team in the design and production of the Scion Owner's social network site.

Schematic / Junior Designer / 09.07-05.08 / Los Angeles, CA
Work with Creative Directors, Interaction Designers, and development teams in the creation of Flash microsites, online banners and other web, broadcast and video elements for top clients such as Target, Time Warner and ABC.

Unlimited General Constructors / Freelance Web Designer / 01.09 / Los Angeles, CA
Website design and built using HTML and CSS.

Onestop Internet / Freelance Web Designer / 06.08-08.08 / Los Angeles, CA
Designed web sites and marketing materials such as newsletters for e-commerce sites of fashion companies.

June 15 / Freelance Web Designer / 05.08-06.08 / Santa Monica, CA
Website design and built using HTML/CSS and Flash.

Clementine Papers / Freelance Graphic Designer / 08.07 / Santa Monica, CA
Designed stationary such as cards, folders, and notebooks.

AWARDS AND MEMBERSHIPS

2003	Mildred Towle Scholarship on the base of academic merit
2004	Mildred Towle Scholarship on the base of academic merit
2003	Member of Phi Theta Kappa, International scholastic order of the two-year college
2003	Nominated to The Deans' list, 2004
2004	Nominated to Who's Who Among Students in American Junior Colleges
2004	Nominated to collegiate all-American scholar program
2007	Nominated to the Dean's List of the College of Arts and Humanities

INTERESTS Crafts / Jewelry design / Crocheting / Pattern making / Swap Meets / Vintage everything / Hand lettering / Traveling / Biking / Camping /

REFERENCES Provided upon request