



# SOMI HERNANDEZ

PRODUCT DESIGNER  
& MARKETING SPECIALIST

## ABOUT ME

I'm a product designer and marketing specialist looking for a remote opportunity in the design field. I have 10+ years of experience creating social media content, blogs, designs for print, website flows, web design, static web pages, ads, marketing content, logos, vector graphics, video editing & more.

## EDUCATION

### FLORIDA INTERNATIONAL UNIVERSITY

2015 - 2020 | B.A Communications & Media

### MIAMI DADE COLLEGE

2012-2015 | A.A. Graphic Design

## SKILLS

Graphic Design	Adobe Suite
Illustration	Product Design
Photography	UX/UI Design
Motion Graphics	Content Writing
Videography	3D Modeling
Layouting	Storyboarding

## CONTACT

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## EXPERIENCE

### 2021 OROA GROUP Design & Marketing Coordinator

- Created engaging ad campaigns using Adroll for 3 different brand websites, increasing CTR by 5%
- Updated look and flow of the websites for our 4 different brands using Lucky Orange & Figma for planning and designing and various illustration tools like Adobe Photoshop/Illustrator, Canva, or Picmonkey to create updated web graphics.
- Assisted with the growth of the parent company to create 3 new brand sites along with the web development team.
- Maintained Brand sheets for 4 separate web brands.
- Maintained relevant promo graphics using Shopify to update various landing pages of the 4 brand sites.
- Created Social media posts for Instagram and Facebook, scheduling out the week in Planoly, seeing an engagement increase of 75% and a steady increase of followers weekly.
- Created engaging newsletter campaigns in Klaviyo that increased click-through rate by 12%
- Used SMS bump to schedule text campaigns and increase engagement by 4%
- Created 500 word blog posts for 3 brands, weekly.
- Tested projects and reported bugs, mistakes, or other issues to the technical or design teams.

### 2018 - 2020 DOVER JEWELRY AND DIAMONDS Logistics Operations Manager

- Created training curriculum for the logistics department
- Updated auditing procedure, resulting in higher count accuracy and better track of inventory.
- Created graphics + forms for print to be used by clients
- Trained staff to package items in the "assembly line" method, resulting in faster shipping times of 300 items per day.
- Streamlined the prep-process of payment & shipping address confirmation using PayPal and eBay weekly after a mass auction.

### 2010 FREELANCE Multimedia Specialist

- Recreated logos in high fidelity, sometimes using low res source material provided by the client.
- Created marketing materials for print (stickers, flyers, etc).
- Designed web pages using responsive (RWD) principles, making sure to test that all components worked properly.
- Created assets for Twitch users such as original emotes using Clip Studio Pro, Stingers(transitions) made in Adobe Premiere/AfterEffects, and streaming layouts.
- Edited video using Adobe Premiere for show segments in SURPeru's late-night programming.