

LUDVIK HERRERA

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Designer + Creative Catalyst

“I enjoy building interdisciplinary teams and creative spaces to foster collaboration and design apprenticeship through the creation of new ideas and play by implementing the design thinking methodology to empower creative confidence, and disrupt with spectacular design experiences.”

ludvik@ludvikherrera.com ludvikherrera.com  [ludvikherrera](https://www.youtube.com/channel/UCvudvikherrera)

Creative Director

IDeaspace // North Dakota State University

2012-2015 • Fargo, ND



I was appointed the first creative director role at NDSU and built the first creative lab to foster creative confidence through interdisciplinary collaboration between faculty, staff and students and other organizations. We work on real projects, we produce websites, marketing campaigns, videos, mobile apps, live infographic and interactive booths.

New Media Coordinator

Distance & Continuing Education // North Dakota State University

2009-2012 • Fargo, ND



Leading a nimble team consistent of a graphic designer, marketing coordinator and software developer we built an iOS app suite with 11 different applications, four websites with an integrated CMS connected to all of our social media channels, several instructional videos and a vast number of award winning collateral marketing and informational materials.

Director of New Media

Publication Services of America, Inc.

2006-2009 • West Palm Beach, FL



Our digital team was fast and innovative building a CMS that served 72+ locations with customized views and tailoring content based on GPS information. We developed a robust API that delivered editorial content and provided with ratings and comments right as Social Media was just starting. We also build an IPTC parser to generate automatic galleries.

Webmaster and New Media Designer

University Relations // North Dakota State University

2001-2006 • Fargo, ND



As webmaster, I was in charge of front-end design and part of the back-end development for the university's website. I created a CMS directory to make the work more efficient and produced an award-winning campaign that connected a virtual tour and online videos.

Senior New Media Designer

Velosel, Inc.

2000-2001 • Mountain View, CA



Working directly with Dean Drako, founder of Barracuda Networks, at the helm of this start-up, was a fantastic experience. I lead UI and front-end design for our CRM solution. Along with the VP of Marketing, we lead the marketing and advertising materials design and production in an agile environment and workflow. Velosel was acquired by TIBCO.



Design

IA, IxD, UI, UXD
Data Visualization
Illustration, Print
Interactive + Mobile
Web Design
Video

Tools

Sketch, Wireframes
Rapid Prototypes
Adobe Creative Suite
HTML, CSS, Javascript
PHP, MySQL
Final Cut Pro, Motion

Volunteer

OpenIDEO // IDEO

2014-2015 • Worldwide Network

OpenIDEO is a world-wide social innovation platform working to solve big challenges for social good. We use design thinking in a collaborative setting. I am the regional facilitator for the OpenIDEO Network.

Group THINK Fargo

2015 • Fargo, ND

It is a monthly event, not groupthink, where a diverse group brings divergent points of view, unorthodox ideas and respectful debate in a speaker presentation setting that allows everyone to be a participant of the discussion. I am part of the design and strategic planning team.

Education

B.S. Mass Communications // Finished Degree

Tecnológico de Monterrey // Campus Monterrey

1992-1995 • Monterrey, Nuevo León, México

I studied an immersive Mass Media program with real-world experience in journalism, radio and TV production, and filmmaking. My minor was in marketing and advertising.

B.S. Electronics and Telecomm Engineering // Unfinished

Tecnológico de Monterrey // Campus Monterrey

1989-1992 • Monterrey, Nuevo León, México

I completed three years of studies before media production and design grabbed my attention. However, it gave me skills I currently use in prototyping or setting electronic systems.

Awards, Publications and Presentations

AAF, GDUSA, Web Marketing Association, Magazines

I have received 45+ awards from the American Advertising Federation, Graphic Design USA, etc. My work has appeared on magazines and books. I've taught several university courses in web, interactive design and photography. I've spoken at SXSW, AAF-ND, SF Design Center.

