

# Daryl Hernández

## CONTACT

+53-52936700  
+53-45-292188  
daryl@cuba87@gmail.com

---

## EDUCATION

### BACHELOR OF ARTS GRAPHIC DESIGN

ISDi - Instituto Superior  
de Diseño, La Habana  
July 2011

---

## SKILLS

1. Creativity
  2. Fast response
  3. Team Player
  4. Design Thinking
  5. Hand/Digital Drawing
  6. Corporate Branding
  7. Motion Design
  8. Animation
  9. Sound Editing
  10. Multi-task
  11. Fast Learning
  12. Adobe Creative Suite
  13. Cinema 4D
- 

## LANGUAGES

Spanish  
English  
Russian (Basic)

## Objective

Dynamic, creative, and problem-solving Graphic Designer with a passion in outstanding visual solutions to address related business needs. Aiming to leverage my strong artistic and communicative skills to contribute achieve goals in an organization that offers and encourages growth.

## Work Experience

### CREATIVE OFFICER / Graphic designer FARSK HEALTH / CANADA (REMOTE WORK)

**Sep.2021-Present**

- Design and produce visual aesthetics solutions for a variety of formats from online marketing to print ready files.
- Design and creation of Social Media promotional artwork, printable brochures, cards and posters.
- Design of product labels, stickers and containers.
- Successfully apply and update corporate branding visuals.

### Graphic designer / Illustrator CUBATEL / MIAMI (REMOTE WORK)

**Dec.2019-Present**

- Design and produce visual aesthetics solutions for a variety of formats from online marketing to print ready files.
- Design and animate promotional videos, Social Media reels, posts, stories and TV commercials.
- Successfully apply and update corporate branding visual guidelines.
- Work with programmers in order to provide graphic support for web and app products. Exterior design of office HQ. Design of souvenirs and brand applications.
- Create artwork and design general visual guidelines for marketing campaigns.

### Graphic designer / Illustrator TEATRO EL MIRÓN CUBANO / CUBA

**Sep.2015-Present**

- Design Theater play posters and billboards, online and print-ready promotionals and advertising. Responsible of the Theater company image and branding. Design of the biennial Festival de Teatro Callejero visual image. Photography.

### Graphic designer / Illustrator C.N.A DECORARTE / CUBA

**Nov.2014-Dic.2015**

- Conception of creative merchandise for souvenir. Graphic applications and corporate layouts. Web design, motion design, print design.
- Interior design. Assembly and installation of environmental graphics and plasterboard structures. Mural painting and decorative vinyl set up.

### Graphic designer / Publicist SANDALS ROYAL HICACOS / CUBA

**Jan.2012-Mar.2014**

- Developing of advertising campaigns and marketing ideas. Graphic applications and corporate layouts. Corporate visual identity maintenance and updating. Web design, motion design, photography, stage design and assembly.

### Graphic designer / Illustrator FREELANCER

**2011-Present**

- Branding, book illustration, animation, visual arts, interior design, motion design, web design. Printing, plasterboard and decorative vinyl set up. Mural Painting and stage construction. Environmental graphics and accessories installation.