

# Erick Hernandez

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## Summary

Designer turned developer with an extensive background in business development marketing seeking opportunity in a dynamic environment where innovation, education and sense of ownership are valued and encouraged.

## Technical Skills

- HTML
- CSS
- Ruby
- Rails
- JavaScript
- Sketch
- Photoshop
- Illustrator
- Google Tag Manager
- Double Click Bid Manager
- Google Web Designer
- Google Analytics

## Projects & Experience

### Digital Media Designer (UI/UX) – U.S. Gas & Electric

#### Marketing Dept. — July 2017 to current

- Conceptualize creatives so that the marketing and digital team's visions are translated across all platforms
- Design social change outs weekly (Emails) and monthly (Digital Ads) to ensure that our brand identity is reflected consistently online
- Effectively present initial creative concepts and communicate functionality
- Translate business requirements into meaningful interactive experiences
- Perform keyword research in coordination with client business objectives for SEO (Search Engine Optimization)
- Understand and discover target audiences' needs, tasks, and goals
- Maintain (and contribute to development of) the aesthetic of both print and digital design work
- Extensively keep abreast of technical innovations, research competitors and develop innovative online interactive approaches
- Measuring and reporting on the performance of all digital marketing campaigns

### UI/UX Designer – Knight Capital Funding

#### Marketing Dept. — January 2017 to July 2017

- Conducted user research through interviews and usability testing before and after brand re-design
- Created intuitive design flows by developing a site-map and high fidelity wire-frames
- Designed, built, and tested interactive prototype to evolve design concepts of the project
- Generated fully-interactive HTML prototypes and click-throughs which were used for client presentations, mock-ups, as well as user-testing studies.

### Assistant Marketing Director/Graphic Designer – City of Hialeah

#### Communications & Special Events Dept. — December 2014 to December 2015

- Managed and updated print and web advertising through digital design
- Maintained relations with customers by organizing and developing specific customer-relations programs
- Layout/Design for flyers/posters/brochures/catalogs

### Google Analytics Certification – Google

#### December 2017 to May 2019

## Education

### Wyncode Academy “Full-Stack” Development – October 2016 to December 2016

### Miami Dade College Bachelors in Management – August 2015 to May 2017

### Florida International University General Education – June 2011 to May 2014

Architecture: School of Architecture + Art