Erick Hernandez

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EH

Summary

Designer turned developer with an extensive background in business development seeking opportunity an 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
- SketchUp
- Dreamweaver
- Google Web Designer
- AutoCAD

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

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 wireframes.
- Designed, built, and tested interactive prototype to evolve design concepts of the project.

Lead Designer/ Front End Developer – Tropimedia
December 2015 – January 2017

- Experience designing dynamic and browser compatible pages
- Cross browser compatibility testing for User Experience (UX)
- Build reusable code and libraries for future use
- Ensure the technical feasibility of UI/UX designs
- Optimize application for maximum speed and scalability

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

Education

Wyncode Academy "Full-Stack" Development – October 2016 to December 2016

Miami Dade College Bachelors in Management – August 2015 to Current

Florida International University General Education – June 2011 to May 2014
Architecture: School of Architecture + Art