

Juan Daniel Herrera

Digital Design & Strategy

Address

366 Hooper St.
Brooklyn, NY
11211

Contact

iam.juandherrera@gmail.com
(954) 470-0680
[juandherrera.com](mailto:iam.juandherrera@gmail.com)

EDUCATION

PARSONS SCHOOL OF DESIGN

The New School

M.F.A., Design & Technology degree candidate

University Scholars Award Scholarship

LOUISIANA STATE UNIVERSITY | Dec. 2014

B.A., Mass Communication

Concentration in Advertising & Business

GPA: 3.5/4

CONTINUING EDUCATION

IDEO U

From Ideas to Action

School of Visual Arts

Breakout: Creative Solutions for Thinking Differently

COMPUTER SKILLS & KNOWLEDGE

Adobe Creative Suite	Illustration
Microsoft Office Suite	Creative direction
HTML, CSS & Javascript	Campaign strategy & development
Drupal & Wordpress	Photography & image editing
Sketch	Content production & management
UX/UI Design	
Data visualization & Infographic design	Digital product design

LANGUAGES

SPANISH | Native speaker

ENGLISH | Native proficiency

INTERESTS

Business	Music	Soccer
Design	Photography	Travel
Indie Cinema	Politics	Gaming

WORK EXPERIENCE

DIGENNARO COMMUNICATIONS |

Oct. 2016 - Present

Graphic Designer

- Support the Marketing and Executive teams with the production of design assets including websites, email communications, print materials, presentations and event collaterals.

- Conceptualize and create design elements that support the project's strategy and marketing objectives.

- Monitor, analyze and report to the Executive team the current trends in advertising, art, design, technology, music and film.

WUNDERMAN | Feb. 2015 - Sept. 2016

Global Communications and Content

- Worked directly with the Global Chief Marketing Officer and the global executive leadership team to plan and execute a wide range of marketing initiatives for a digital agency network with 175 offices worldwide.

- Lead, designed and developed creative projects for digital and print channels such as websites, email communications, presentations, infographics, photo-shoots, videos and print collaterals.

- Managed and maintained global digital platforms including the website, intranet and social media. Developed strategies and launched paid media campaigns for the latter.

- Served as liaison and translator for the Latin America offices to advance global initiatives in the region.

THE DAY GROUP | Nov. 2013 - Dec. 2014

Design and Accounts Intern

- Designed mock-ups and campaigns to pitch to clients and prospects. Clients included the Baton Rouge Metropolitan Airport, American Gateway Bank, Martin Ecosystems and The Dunham School.

- Consulted clients on social media. Developed strategies for said platforms and determined KPIs. Managed these social media platforms, scheduled content for each, and provided analytics and campaign results.

- Developed microsites and blogs using Squarespace and Wordpress.