
Hina Fernstrom

Graphic Designer

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Graphic designer based in New York City, currently at Makeup by Mario with a love for all things beauty, fashion and design.

Work Experience

March 2025 - Present

Makeup By Mario

Supporting creative + social partners across all social shoots (shooting, styling, building shotlists, pulling swipe + building moodboards) as well as editing videos (self apps, artistry, product) and designing assets across all social channels (in feed EDU graphics + charts, launch stories, evergreen design support, event callouts & press hits.)

Working across 360 campaigns including ideating campaign creative, building shortlists, event design, PR kits, OOH, casting, on set assistance to AD for beauty, still life and ecomm/PDP.

Aug 2024

Im Not a Morning Person

Directed and created content for socials, emphasizing brand storytelling and lifestyle promotion. Collaborated with influencers to create videos in the current trend, try-ons, and styled shoots.

June 2023 - Aug 2023

The Untitled Magazine/Gallery

Managed the gallery's website and uploaded new artworks by represented artists, ensuring the online collection was up-to-date. Collaborated with the team to design and develop a responsive and user-friendly website.

Skills

Visual

Photoshop
illustrator
Indesign
After Effects
Premier Pro
Figma
Canva

Interactive

HTML + CSS
Javascript
p5.js
paged.js

Social

Instagram
Tiktok
Pinterest
Dash Hudson

Education

2020 - 2024

Parsons

BFA in Communications Design
Awards: Dean's List

Language

English - Native Language
Japanese - Fluent
