Ian Hernandez

Front-End Designer + Ux/Ui Engineer

📍 Los Angeles, California

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Skills

UI Development: User Research, UX & UI Design, Component + CSS (SASS) Architecture, Prototyping (Browser, Adobe XD, Figma, Sketch, Illustrator), SVG, Accessibility (a11y)

Front-End Dev / JavaScript: JQuery, Node, ES6+ **Libs/Frameworks:** React, Gatsby, Next.js **CSS in JS:** Styled Components, Emotion, CSS Modules

Professional Experience

The Studio Brand / Division XII   Jun. 2016 — Dec. 2018
Chief Marketing Officer / Partner   Monrovia, CA / Los Angeles, CA

Oversaw entire marketing and brand development. Designed the logo, visual identity, packaging, website and marketing materials. Developed a custom theme for their Shopify ecommerce shop (Ruby, Liquid). Drove sales & awareness through web & social channels. Created content for Instagram (Canon 7D Mark II), listened and engaged with the community daily. Pivotal in growing company from 3 employees to 12, 0 to 150+ retail stockists, a handful of distributors and 6.8K followers on Instagram (organically). Was made an equity partner. Worked closely with the CEO in strategizing growth. Helped the organization pivot into a successful merger with Division XII a company in similiarly burgeoning industry. Oversaw naming, design, development and marketing of 4 new sister brands under the new collective umbrella.

New Hair Institute   Jun. 2016 - Feb. 2017
Front-End Developer   Los Angeles, CA

Designed developed & launched new website (custom WordPress theme from scratch). Aggregated, audited and edited textual and video content for their site. Kept full integrity of their SEO. Consulted on marketing strategies.

Nouveau Studios   Jan. 2012 — Jun. 2016
Founder / Chief Creative Officer   Downtown Los Angeles, CA

1 of 3 co-founders of an online marketing & development agency. Worked together in growing the company to include 8 employees, 50+ clients and earned the top 3 ranking on **Yelp** for **Web Design** in **Los Angeles** for nearly 3 years. As a cofounder I wore many hats. Early roles included sales, strategy, product management, design, full stack development. As the company grew I focused more on ux/ui development, project management and client relationships. I was the primary point of contact with our clients; determined goals, strategies and managed the execution there of.

Education

John A. Rowland High School   2006 - 2010
Honors, Advanced Placement, Student Council (Officer of Technology) TV/Video Broadcasting Certificate (ROP)

Pasadena City College   2010 - 2012
Curricular Focus: 2D Design, Screen Printing, Photography / Film

Internships

Dim Mak Studios   Summer 2010
Hollywood, CA — Apart of street team in guerilla marketing campaigns for Dim Mak's weekly event Dim Mak Tuesday's.

College Web Media   Summer 2009
Walnut, California — Worked on design and front-end for their video platform ("Custom" PHP Video CMS + JWPlayer).