

Mateo Hernandez

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Education

New York University, Tandon School of Engineering

May 2027

Bachelor of Science: Integrated Design & Media, Minor in Data Science

Relevant Coursework: Dynamic Web Applications, Front-End Development, Visual Foundation Studios, Intro To Web Development

Technical Skills

Technologies: Adobe Creative Suite, Adobe Express, Buffer, Capcut, Canva, Figma, Google Workspace, Instagram, LinkedIn, Microsoft Office Suite, TikTok, Twitter

Skills: Photography, Videography, Content Writing, Copywriting, Software Development, UX Research, UI Development, Web Design

Languages: HTML, CSS, JavaScript (p5.js, React.js, Node.js), Python

Projects

ajihome, ajihome.com

June 2025

Password: ajihomepocketdrop

Sleek and minimal for upcoming fashion brand Ajihome. Fully responsive, fit with custom navigation hover icons, responsive image grids and custom Shopify buttons. Going beyond Shopify's intended capabilities.

Tools: LiquidJS, HTML, CSS, Shopify, Adobe Photoshop, Figma

On Trail With, ontrailwith.com

August 2025

Built to highlight On Trail With's commitment to community service and mental health. Fit with custom photo-forward landing pages, a unique natural color palette, and soft corners.

Tools: HTML, CSS, Wix, Adobe Photoshop, Figma

Relevant Experience

Web Editorial Assistant, New York, NY

May 2025 – Present

Tandon Marketing and Communications Department

- Utilizing **HTML/CSS** to create unique landing pages that fit within NYU Tandon's brand design
- Editing relevant web content utilizing Tandon's web management system **Drupal**
- Ensuring online content meets **accessibility guidelines**, adding captions, alt text, and tags
- Designing front-facing graphics on **Adobe Photoshop**, to accompany different website page

Website Administrator, New York, NY

May 2025 – Present

NYU Admissions Ambassadors

- Rebuilt/Maintaining Admissions Ambassador Website used by **200+** faculty and students utilizing **WordPress's** HTML/CSS capabilities, boosting usage by **40%**
- Designing Internal graphics, utilized for meetings, events, and trainings, utilizing **Canva** and Adobe Photoshop.
- Iterating new user interface designs, based on weekly feedback and monthly evaluations

Additional Experience

Post-Production Editor, New York, NY

August 2024 – Present

Digital Media Intellect

- Developed and executing student-centered marketing strategies on Instagram/TikTok, enhancing content reach by **25%** and reel engagement by **300%**
- Leading unique VR-based marketing initiative that boosted engagement by **44%**