

YADIRA HERNÁNDEZ

SUMMARY:

Digital & Print
Designer with 4+
years of experience
in marketing, web,
and graphic design,
developing and
implementing digital
marketing campaigns
across multiple
channels.

YHNARANJO@GMAIL.COM

908 327 0279

RELEVANT EXPERIENCE

DIGITAL MARKETING / GRAPHIC DESIGN

Kean Stage · Union, NJ · 2012 – present

Coding and designing HTML e-mail campaigns, with their Adobe InDesign counterparts, for both Kean Stage and Premiere Stages at Kean.

Developing UI and UX for Kean Stage and Premiere Stages at Kean websites and coordinating their implementation and improvements.

Social media marketing and development, raising constant awareness of the organization.

Creating tailored digital designs for TV campaigns around campus.

Constructing seating charts for all the venues.

Conceptualizing and implementing print designs focused on typography, layout and client's request.

Creating and developing landing pages on Premiere Stages and Kean Stage websites for special email campaigns.

EDUCATION

HTML, CSS & Web Design Circuit

General Assembly
Online
Summer 2014

Certificate in Digital Production

New York University
New York, NY
2012 – 2014

BA, Art History

Kean University ·
Union, NJ
2006 – 2010

PROGRAMS

Adobe Creative Suite:
(Photoshop, InDesign,
Illustrator, Dreamweaver,
After Effects, Premiere
Pro) Code Editors: Atom,
Sublime Text, Brackets.

CONTACT

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EXHIBITIONS ASSOCIATE

Visual Arts Center of NJ · Summit, NJ · 2011 – 2013

Organized and maintained more than 300 artists' biographies and various archives.

Coordinated, designed and managed student exhibitions along with the Exhibitions Manager.

Created 3D models of the Paper Mill Playhouse off-site gallery.

Collaborated with the Curator and Exhibitions Manager in annual fundraising events like "For Art's Sake".