



## CHRISTINA HERNANDEZ

new media designer

1234 Georgia Street  
Vallejo, CA 94590  
(707) 534-0463  
mchernandez@hotmail.com  
www.chrispeanuts.com

### SKILLS

**Design:** Adobe CS3, CS4 - Web 2.0 practices, applications, and design practices

**Development:** AS3, HTML, DHTML, CSS, XML, Javascript, PHP & MySQL

**Information Architecture:** Sitemaps, flowcharts, UI wireframes, and competitive analysis

### EXPERIENCE

**iWin, Inc.**, San Francisco, CA

**UI Designer** 07/11 - 10/11

- Provided UI, Visual and Interaction Design for social games
- Collaborated with Product Managers and Development team on design specifications
- Created interactive Flash prototypes for development prep
- Quickly adapted to established UI game styles as well as generate new visual treatments
- Designed multiple social ad campaigns in a fast-paced environment

**Hitachi GST**, San Jose, CA

**UI Designer** 02/11 - 07/11

- Design the UI application (web and mobile) for the new G-CONNECT™ hard drive
- Execute visual mockups of sign-in and setup process for the G-CONNECT™ device
- Implement UI guidelines and specs to effectively communicate to engineers
- Collaborate with Product Mgr., QA and development team for UI screen prep
- Provide proper web UI nomenclature specifications
- Design and edit copy for the G-CONNECT™ Quick Start Guide
- Identify usability issues by recruiting participants to review UI mockups on the setup process

**Pie Digital, Inc.**, San Francisco, CA

**Lead Interactive Designer** 05/10 - 02/11

- Provide graphic design, illustration, animation and development of interactive prototypes
- Integrating production graphics and screen designs into a CE touch screen device
- Develop detailed workflows, sitemaps and design specifications for the device's UI
- Create graphics for consumer desktop and SaaS applications
- Collaborate with product, engineering and marketing teams on UI solutions
- Design and production of product packaging
- Review and edit copy for product UI and Pie Digital Website

**Liz Palacios**, San Francisco, CA

**Freelance Web Developer** 6/09 - 02/11

- Provide SEO marketing strategy and Google Analytics review
- Edit and maintain current website, e-commerce site and facebook
- Design and develop retail/e-commerce site
- Assist with designing weekly html email campaigns
- Provide consultation and instruction on updated software to Liz Palacios employees
- Provide assistance with Photoshop and InDesign image editing

**Monster Design Company**, Benicia, CA

**Freelance Web Designer** 11/09 - 06/10

- UI Design and development of client sites
- Front-end design work on web/interactive projects using Adobe CS3, Flash and HTML
- SEO Research and Implementation on client sites using Google Analytics
- CMS development and maintenance on client sites
- Collaborate with designers on client site development and maintenance
- Correspond with clients on website content, design and development



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## EXPERIENCE (cont.)

**School Loop**, San Francisco, CA

**Part-Time Web Designer/Production Artist 4/09 - 1/10**

**Web Design Intern 5/08 - 8/08**

- Designed home and interior pages for corporate and client websites
- Assist with developing corporate site in HTML and CSS
- Designed and developed online banner ads in Flash AS3
- Manipulated images in Photoshop as template for new online CMS
- Created word templates and style guide for Marketing documents
- Wrote and edited instructional tutorials for client sites
- Collaborated with design team to process web template colors for client sites

**Delicious Drips**, San Francisco, CA

**Media Relations/ PR Intern 5/09 - 11/09**

- Provide email marketing services: Design and send marketing emails
- Assist with tracking Delicious Drip subscribers and customers
- Provide web maintenance on company site

**Freelance Web Designer**, San Francisco, CA

**1/08 - Present**

- Insio Che, Fine Artist: Design, develop and maintain Flash HTML site under Wordpress
- Wahab Algarmi, Illustrator: Design, develop and maintain site in HTML, Javascript and Flash
- Jose-Luis Segura, Fine Artist: Designed and developed Flash portfolio site.

**Daily Republic Newspaper**, Fairfield, CA

**Part-time Ad Designer 5/05- 11/07**

- Designed and produced print ads for local clients
- Collaborated with ad reps & design team
- Communicate with clients with processing incoming electronic ads

**City of Fairfield - Community Services**, Fairfield, CA

**Volunteer Graphic Support 6/05 - 6/06**

- Produced banners, posters and ads for local community services
- Photographed local events to publish Fairfield activity guide
- Edited images in Photoshop
- Research and proofread ad copy for publication

## SOFTWARE

- |                        |                 |                    |                    |
|------------------------|-----------------|--------------------|--------------------|
| • Photoshop CS3, CS4   | • BBedit        | • Logic Express    | • FileMaker Pro    |
| • ImageReady           | • Dreamweaver   | • Reason           | • Microsoft Access |
| • Illustrator CS3, CS4 | • QuarkXpress   | • Audacity         | • Acrobat Pro      |
| • Flash CS3, CS4       | • InDesign      | • MultiAd Builder  | • Quicktime Pro    |
| • After Effects CS3    | • Final Cut Pro | • Microsoft Office | • Quickbooks       |

## EDUCATION

**Academy of Art University**, San Francisco, CA

Masters of Fine Arts degree in Computer Arts: New Media 2004 - 2008

**Columbia College**, Chicago, IL

B.A. in Journalism 1997 - 2000

## REFERENCES

Available upon request