Douglas Hernandez

Art Director / Designer

Houston, TX

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website

Making things feeds my soul, whether I'm using Photoshop, pencil & paper, X-acto knife, table saw, soldering iron, or musical instrument. I'm a Jack-of-all-trades, and straight shooter. I'm a geek about efficiency, highly creative as well as analytical, and a repository of technical knowledge.

If it involves putting ink on... well just about anything, I'm your man!

EDUCATION

The Art Institute of Houston
Associate of Applied Science Degree in Visual Communications
Houston, TX 10/1993 to 09/1996

SOFTWARE SKILLS

- **Photoshop**
- **Illustrator**
- **InDesign**
- **PowerPoint**
- **Dreamweaver**
- **Figma**
- **After Effects**

Asana | Trello | Slack | Excel | XD
Airtable | Keynote | WordPress | Wix
Squarespace | Meta Business Suite

INTERESTS

Guitar | Luthiery | Art | Cars | Wood Working | Amateur Electronics | Music Production | Houston Rockets

HONORS

Mardi Gras of Imperial Calcasieu
Poster contest winner
Lake Charles, LA 07/1994

WORK EXPERIENCE

Seasonal Production Designer
PlanetArt.com
Calabasas, CA (remote) 10/2022 to 12/2022

- Produced pet portraits for online orders in multiple styles using Photoshop.

Art Director / Designer
E&E Co. ltd. – JLA-Art / Art in Motion
Fremont, CA (remote) 03/2015 to 04/2022

- Created artwork, designed or assisted in the design of lighting, canvas and embellishments, framed graphics, alternative framed graphics, and alternative wall decor.
- Spearheaded Art In Motion rebranding efforts, including logo and collateral redesigns.
- Responsible for reviewing monthly royalty statements for my ability to find errors on artist statements.
- Art directed multiple royalty artists, one of which became the highest over-all earning artist.
- Developed and taught paint & compile and recolor techniques.
- Developed and taught seamless pattern creation techniques and standards that allowed the company to use Art in Motion art as fabric patterns for JLA-Furniture.

Senior Designer
The Premier Group
Houston, TX 04/2008 to 01/2015

- Developed all sales and marketing material. Learned WordPress and redesign the company website.
- Streamlined contract and materials gathering by having sales personnel use their phone camera to capture the signed contract and featured vehicle photo (at the dawn of the iPhone).
- Developed custom direct mail programs specific to dealerships, instead of cookie-cutter templates.

Principle / Designer
Gazebo Graphic Design
Houston, TX 03/1998 to 05/2009

- Built a successful creative business without prior business experience, servicing direct and to-the-trade clients.

Production Manager/Designer
Griffin James Design
Houston, TX 10/2002 to 05/2004

- Deployed all technology, including network installation and writing a project-tracking database in FileMaker Pro.
- Serviced my own set of clients and all preflight and press check duties.

Production Director/Systems Administrator
PaperCity Magazine
Houston, TX 12/2001 to 10/2002

Creative Director / Systems Administrator
Alliance Graphics
Houston, TX 03/1998 to 12/2001

Contract Designer/Prepress for Pamela Printing
MacTemps (Aquent)
Houston, TX 07/1997 to 03/1998

Contract Designer for Gulf States Marketing Services
Houston Creative Connections, Inc.
Houston, TX 10/1996 to 03/1997

Production Artist
Precision Prints
Sulphur, LA 06/1995 to 12/1995

Paste up Production Assistant
Southwest Daily News
Sulphur, LA 06/1991 to 08/1991