

RANDY J. HERNANDEZ
 619.977.5643
 RBRANDCREATIVE.COM
 randy@rbrandcreative.com

Multi-faceted Senior Designer & Creative Strategist with 12 collective years of marketing, design and brand agency experience. Key collaborator in a broad range of campaign initiatives and brand building. Seasoned designer and asset production manager with strong web and app development experience. Capable of leading creatives in team-driven environments with the ability to translate client needs into clear brand objectives. Efficiency in overseeing timelines, budgets and deliverables across multiple departments and projects. History of cultivating loyal and professional relationships with both client and third party members. Super-powered creative hybrid.

Brand Culture Creative Positioning Strategic Marketing Art Direction Project Management Leadership Goal Initiatives Processes & Workflows	DIRECTION
Cross Branding Touch Point Multi-Media Cause Marketing Target Marketing Online & Social Media Engagement Creative Copy & Messaging PR Events Specialty Promotions	STRATEGY
Offset Letterpress Large Format Labeling Packaging POP Interactive PDFs Online & Web Typography & Composition Catalog Magazine Trade Show	DESIGN
HTML CSS JS PHP Sass & Less User Flow Info Arch Wireframing Cross-Browser Responsive Design Magento Lemonstand WordPress Conceptual/Strategic Applications	DEVELOPMENT

California State University, Fullerton BofA Illustration/Design

USP, LLC. & BRANDS 2013 - PRESENT
 ENJOY Haircare • HBL Haircare • Formula 18
 Health Beauty Life • Colure Haircare

Art Director | Developer | Designer

- Creative Direction in new development, product launches, promotional campaigns and social media
- Front End development and management of E-commerce and brand websites
- Design and production for all brand collaterals print and online
- Key collaborator in new product campaign direction and initiatives
- Design and production for all product packaging and POP
- Collaborator in social media campaigns
- Collaboration and management of creative assets with multiple departments
- Cultivate and maintained vendor relations
- Direction in product and brand shoots

VOODOOBEAN DESIGN 2007 - 2013
 Brand Development & Creative Services

Creative Director | Designer | Developer

- Brand Identity Development and Strategies
- Cross Media & Touch Point Campaigning
- Social Media Engagement Strategies
- Creative Copywriting & Messaging
- PR and Launch Events Planning
- New Product & Rebranding Initiatives
- Brand Positioning & Creative Guidelines
- Packaging and POP Design
- Corporate Training Kits
- Magazine, Catalog and Manual Production
- Sales/Media Kits and Collaterals
- Trade Show Environments
- Web Development & E-commerce
- Eblasts & Newsletter Templates

HORIZON MARKETING 2007 - 2009
 B2B Boutique Marketing Agency

Dept Lead | Senior Designer | Developer

- Brand Identity Creative Development
- Sales/Media Kits and Datasheets
- Web Development - Micro-sites and Landing Pages
- Trade Pub Design, Copy and Messaging
- Trade Show Environment Production
- Vendor and Outsourcing and Management
- Managed print schedules and deliverables
- Oversaw Pub Assets and Schedules
- Trade Show set-up and Materials Delivery
- Catalog and Manual Production

LAK ADVERTISING 2004 - 2007
 Variable Data Print & Advertising Agency

Senior Designer | Web Developer

- Creative Offset Collateral Designer
- Digital Artist for Touch-point Campaigns
- Creative Input on Variable Data Initiatives
- Designed and Developed Company's First Online Presence
- Collaborator on Specialty Event Collaterals
- Coordinated with in-house Production and Bindery on Specialty Projects
- Streamline Design Procedures for Variable-data Production

DCA MEDIA SOLUTIONS 2001 - 2003
 Media Duplication Facility

Department Lead | Package Designer

FISCHER PRINTING 1997 - 1998
 Offset Print House

Production Artist | Shift Supervisor

- Scheduled shifts of 9-12 employees
- Maintained asset and production timelines



★ 2013 - National BBQ Competition *3rd Place Best New Label

Grew social media audience 3k in 30 days with new brand launch campaign

Designed and executed engaging, event focused, corporate training kits

Ideated multiple social building, service driven and sales boosting web apps

Developed and launched new brand site in 30 days. Grew sales 25k+ in first 90 days.

