



**DESIGNER**  
**ARTIST**  
**LOUD LAUGHER**

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# Vanessa Hernandez

Passionate about people, I thrive on creating experiences using design and media to tell stories and connect us to one another.

With 13 years of experience as a graphic designer and 7 years as an art director and design educator, I love finding the intersection of functionality and art, and aim to aid brands in using those pathways to engage and delight audiences.

I love collaboration, working with stakeholders on aligning goals /metrics, funneling synthesized data into iterative design strategies, off-the-cuff creative solutions, and long sits on the beach.

Oakland based, Los Angeles born, seeking a great team for remote or Bay Area based work.

## EDUCATION

Art Institute of California  
 2006 –2009  
 Bachelor of Science, Design

## SKILLSET

InDesign  
 Illustrator  
 Photoshop  
 Premier Pro / Rush  
 Figma  
 Branding  
 Creative Strategy / Rollout  
 UX/UI Best Practices  
 Print / Prepress  
 Paid / Digital Marketing  
 Illustration  
 Analog Design  
 Art Direction  
 Experiential Design  
 Package Design

## ART DIRECTOR / VISUAL STORYTELLER

**2009 – PRESENT**

Committed to the idea that great design is an avenue for storytelling as much as it is an end goal, I practice a wide array of applied and strategic techniques to create long-lasting visual solutions for multimedia design needs.

## CADDIS EYE APPLIANCES

**CAMPAIGN DESIGNER**

**2022 – 2023**

As the Campaign Designer, I primarily worked with the Digital Marketing team to develop high-quality, performance-driven visual assets for our Paid Marketing channels across multiple media platforms in order to encourage rising customer acquisition and education. Ranging from still-life to video content, I was responsible for concept through execution workflows that reflected brand storytelling, encouraged engagement, and ultimately led to conversion. My responsibilities also included web asset / web page development, print media, packaging, photo / video content development, photo direction, and maintaining brand standards across visuals and brand narratives.

## GARRETT LEIGHT CALIFORNIA OPTICAL

**SENIOR DESIGNER**

**2018 – 2021**

As the sole in-house designer under the Marketing team, I supported all internal departments and brand partners in order to exceed goals for Brand, Wholesale, Retail, and DTC channels. This was reflected in print and digital work spanning multiple platforms: event design and buildout, retail/environmental design, digital marketing assets, paid media assets, partnership installations, photo / art direction, web development, creative storytelling, and more. My responsibilities also included leading a team of vendors / contractors to execute outsourced projects from concept to completion while maintaining brand standards and visual guidelines.

## GENERAL ASSEMBLY

**TYPOGRAPHY INSTRUCTOR**

**2015-2022**

Lead monthly workshops for UX/UI students teaching the fundamentals of design rules, elements and principals, with a focus on typography for web. Helped create a new matrix framework for foundational curriculum for students wishing to dive more into design basics outside of flow and conceptual frameworks.

## UNIQUE, INC.

**LEAD DESIGNER**

**2010-2011**

Designed and directed full-scope visual campaigns for country-wide design pop-ups (Unique Markets). Notable work included producing photoshoots, print collateral, handmade elements, digital content, and creative asset management. Following Unique Markets, I pivoted to working on establishing branding, visual identity systems, print assets, and digital media for office and event spaces under The Unique Space brand.