

# ADUA HERNANDEZ - JAMES

Visual Designer

Dallas, Texas

Versatile Illustrator with 10+ years of professional experience in illustration, marketing, and graphic design. High-level technical and collaborative skills leading to outstanding results. Produced hundreds of images for clients over the past 10 years, resulting in over 40 books, including clients like Sesame Street. Delivered improved brand identity for BancTrust & Co., increased web traffic and advertising revenue for Distelvenca, created a visual identity, and designed the web, print, and magazine media for companies worldwide.

[www.aduahernandez.com](http://www.aduahernandez.com) - <https://www.linkedin.com/in/adua-hernandez-28a266b0/>  
<https://www.instagram.com/aduahc>

## Work History

### 2017-01 - present **Illustrator**

*Represented by Lemonade Illustration Agency*

- Illustrated 2 books for Sesame Street and an educational book for Australia
- For the complete list of +40 books, [click here](#).
- Produced artwork, layout template designs, and illustrations by hand or with software.
- Targeted visual designs on specific audiences and applications.

### 2023-01 - present **Design Editor**

*Character Design Editor, GLITTER COMPANY, Dallas*

- Generated and maintained style guides to encourage consistent quality of content.
- Collaborated with writers, designers, and other editors to deliver content of highest quality.
- Developed and maintained editorial standards for content.

### 2018-01 - 2022-01 **Creative Director**

*Melanin Origins, Dallas*

- In charge of the image of the latest series of books about family values, and life lessons.
- Developed artistic visual products while working within defined technical constraints.
- Created concept designs and sketches to develop images and scenes.
- Implemented artistic vision to give art purpose and meaning.

### 2016-01 - 2018-01 **Marketing Coordinator**

*Marketing, BancTrust & Co*

- Boosted brand awareness with target customer demographics with social, print, and email campaigns.
- Developed and executed marketing plans for trade shows and other events to increase brand awareness.
- Developed and tracked performance indicators to measure the results of marketing campaigns.
- Collaborated with cross-functional teams to establish successful execution of projects and campaigns.
- Launched successful digital marketing campaigns that achieved goals for increased website traffic.
- Wrote and distributed press releases to increase brand visibility.
- Created and managed social media campaigns to increase brand engagement.
- Developed creative presentations, trend reports, kitted assets, and product data sheets.

### 2014-01 - 2016-01 **Graphic Designer**

*Distelvenca*

- Created digital image files for use in digital and traditional printing methods.
- Developed creative design for print materials, brochures, banners, and signs.
- Identified appropriate marketing channels and target customers for campaigns.
- Planned, implemented, and tracked sales and marketing strategies to promote brand products.

## Education

### 2010-08 - 2013-07 **Illustration, Bachelor**

*Instituto de Diseno de Caracas, Caracas, Venezuela*

## Certificates

### 2014-01 **3D Max Lighting and Animation**

### 2014-03 **History of Arts for Animators and Gamers**

## Personal Info

### Email

adualhernandezc@gmail.com

### Phone

6827724708

## Skills

Visual storytelling

Photographic editing

Visual Art Creation

Corporate identity branding

2D design

Student-centered learning

Illustration

Project presentations

Creative design layouts

Customized template design

Teamwork skills

## Software

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

After Effects

Premiere Pro

3D Studio Max

Procreate

Microsoft PowerPoint

Microsoft Word

Google Workspace

Google Ads

## Languages

English



Spanish



Italian

