

Jorge Hernandez

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WORK EXPERIENCE

Self-Employed Freelance | Artist + Designer

May 2023 - Present

- Resourceful in finding creative solutions to design challenges, ensuring projects are completed efficiently and meet client expectations.
- Create conceptual sketches and mockups to present design directions and gather client feedback.
- Design distinctive visual ideas that consistently align with each client's vision and business goals.
- Sustained current with industry trends and incorporated fresh design approaches to deliver modern, relevant solutions for clients.

Potting Shed Creations LTD. | Production Crew

May 2022 - Present

- Worked independently to meet production goals by demonstrating a strong work ethic and commitment to craftsmanship.
- Provided feedback on products and designs to enhance quality, functionality, and aesthetics.
- Delegated team projects to ensure efficient and timely completion on busy and slow days.
- Produced content videos for client projects to effectively communicate design vision and direction.

SERVICE

Student Support Service (SSS) Trio | Mentor

August 2022 - May 2024

- Developed event plans and content to ensure successful execution and smooth coordination.
- Proposed ideas for student events during meetings, contributing to event planning and engagement strategies.
- Collaborated ideas with organizations and team members to coordinate events and initiatives.
- Provided support to TRIO program members, assisting with academic, personal, and professional development.

Asian American Pacific Island Association | Social Media Chair

August 2022 - May 2024

- Managed engaging social media content to promote AAPIA events and meetings, and had a 77% increase in attendance and community participation.
- Created 67% of templates from Adobe Creative Suite for marketing campaigns and brand consistency.
- Collected and organized ideas for AAPIA Heritage Month, collaborating on culturally relevant content and initiatives.
- Revitalized AAPIA's Instagram, improving visual content and engagement to boost interaction and brand visibility.

EDUCATION

University of Idaho

August 2020-May 2024

Bachelor of Studio Art + Design
Minor in Business

SKILLS

Adaptability

Photography

Brainstorming

Proofreading

Branding

Color Theory

Digital Illustration

Layout Design

Motion Graphic

Multitasking

Organization

Problem Solving

Tools

Adobe Create CC

Google Workplace

Microsoft Office Suite

Procreate