

# Jorge Hernandez

Graphic Designer with a background in print production, photography, branded content, and digital design. Experienced creating production-ready artwork, editing photography, and supporting print and digital marketing projects using Adobe Creative Suite while maintaining strong visual communication and attention to detail.

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer

Self-Employed | Moscow, ID | Mar 2023–Present

- Managed design and photography projects from concept through final production while meeting deadlines and maintaining client satisfaction.
- Collaborated directly with clients to understand project goals and deliver creative solutions tailored to their needs.
- Photographed, edited, and prepared visual assets for print and digital applications.
- Applied color correction, formatting, and quality control standards to ensure accurate and consistent final products.
- Earned “Best Vendor” recognition at the University of Idaho Art Sale for product presentation and customer engagement.

### Production Crew Member

Potting Shed Creations LTD | Troy, ID | May 2022–June 2026

- Completed daily production tasks while maintaining quality standards and meeting production goals.
- Collaborated with team members to ensure products were completed accurately and on schedule.
- Assisted with Adobe Photoshop and Illustrator tasks as needed to support marketing and production projects.
- Wrote, recorded, and edited branded video content for social media that reflected the company’s visual identity and marketing goals.
- Collaborated with the owner to develop creative content that aligned with the company’s brand and aesthetic.

## LEADERSHIP & INVOLVEMENT

### Mentor

Student Support Services (TRIO) | Moscow, ID | Aug 2022–May 2024

- Mentored first-generation and underrepresented students through regular check-ins, academic planning, and goal setting.
- Collaborated with the mentor team to organize workshops while strengthening leadership, communication, and interpersonal skills.

### Social Media Chair

Asian American Pacific Islander | Moscow, ID | Aug 2022–May 2024

- Designed promotional graphics for organization meetings, events, and social media announcements.
- Collaborated with campus organizations by promoting their events and sharing community updates across social media platforms.

Buhl, Idaho

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Portfolio | [johernstudio.com](http://johernstudio.com)

## Skills

### Design Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Procreate

### Print & Production

Brand Identity

Print Production

Photography

Photo Editing

Typography

Layout Design

Visual Communication

Social Media Content

## Professional

Project Coordination

Team Collaboration

Organization

Communication

Problem Solving

Attention to Detail

Microsoft Office

## EDUCATION

### Bachelor of Fine Arts in Studio Art & Design

#### Minor in Business

University of Idaho | Moscow, ID |

Graduated May 2024