

## OBJECTIVE

Become a key contributor, as a mid-level designer, on a team that strives for excellence in visual communication with the use of fundamental and innovative values of design.

## EXPERIENCE

### Jeff Fassnacht Design

*Designer: December 2005 — Present*

Work alongside the Art Director to design award winning brochures, posters, catalogs, logos and websites from conceptualization to final delivery. Manage project development directly with clients, negotiate and attend press checks with printers, and collaborate with programmers, photographers, and artists. Clients include Dwell Magazine, eBay, NoloPress, PBS, architecture firms, artists, and non-profit organizations.

### Freelance

*Los Angeles, San Francisco, Chicago: January 2001 — 2006*

Deliver print and web projects servicing the needs of: Garnish Jewlery, Gytha Mander Clothing, International Latino Film Festival, Northwestern University, Sigma Alpha Epsilon Fraternity, Phantom Pictures, Association of College Unions International, Bay Area Video Coalition, Youth Speaks, MH Events

### eLuxury.com

*Production Artist: November 2004 — December 2005*

Designed weekly marketing campaigns received by over 3,000 customers. Create editorial website features for brands such as Louis Vuitton, Christian Dior, and Marc Jacobs viewed by over 2,000 daily visitors. Retouched and enhanced images from studio photo shoots.

### Southern Exposure

*Designer in Residence/Community Member: February 2004 - November 2005*

Strategize and collaborate with project director to design promotional campaigns for youth created events through posters, t-shirts, and websites. Supervise the development of youth arts website. Mentor high school students with their educational and artistic ambitions.

### The Graphics Center, University of San Francisco

*Senior Designer & Studio Manager: December 2000 — May 2004*

Managed the daily operations of an eight, student designer, inhouse studio. Designed catalogs, websites, t-shirts, logos, brochures and flyers; interview, hired, trained and evaluated staff and their designs; account for five-figure operating budget; oversee salaries and invoices; cooperate with local commercial vendors and printers; supervised press checks.

## EDUCATION

### California College of Arts and Crafts & University of San Francisco

*San Francisco: August 2000 — May 2004*

Bachelor of Fine Arts in Graphic Design

## SKILLS

Responsible self starter. Reliable multi-tasker. Professional client relations representative. Up to date knowledge of HTML, CSS, Action-Scripting 2.0, Javascripting, AJAX and PHP. Expert experience with Adobe & Marcomedia Suites.

## GABRIEL HERNANDEZ

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## AFFILIATIONS

### **American Institute of Graphic Arts**

*Active Member: August 2002 - Present*

### **Sigma Alpha Epsilon Fraternity**

*Initiated: December 2000*

## AWARDS

### **Southern Exposure Exhibit Poster**

Graphic Design Award, 2006 American Graphic Design Awards

### **www.gythamander.com**

Website Design Award, 2006 American Graphic Design Awards

### **Rob Craigie: Personal Science Artist Poster**

Design Award, 2006 Applied Arts Magazine Design Award

Graphic Design Award, 2006 American Graphic Design Awards

Jeff Fassnacht Design

### **www.dwelldesignsource.com**

Website Design Award, 2006 American Graphic Design Awards

Jeff Fassnacht Design

## REFERENCES

### **Jeff Fassnacht, Art Director**

Jeff Fassnacht Design — (415) 255-2410

2325 Third Street, Studio 425 San Francisco, CA 94107

### **Matt Neilson, Senior Designer**

eLuxury.com — (415) 848-1100

One Market, Steuart Tower San Francisco, CA 94105

### **Doug Akagi, Principal**

Alterpop Design — (415) 558-1515

1001 Mariposa Street, Studio 304 San Francisco, CA 94107

### **Courtney Fink, Executive Director**

Southern Exposure — (415) 863-2141

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