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SOFÍA HERNÁNDEZ

Art Director

EDUCATION

January 2021 - June 2021

Virtual Creative Program

Art Direction Emphasis

Denver Ad School

2012 - 2016

BFA Commercial Photography

Academy of Art University

San Francisco, Ca

SKILLS

Adobe Creative Suite
Illustrator, Photoshop, Bridge, Lightroom, InDesign

Art direction & conceptual thinking

Typography & Layout design

Design & digital illustration

Social media & content creation

On-location & in-studio lighting

Studio operation & equipment maintenance

Focus stacking & Retouching

Product styling

LANGUAGES

English

Spanish

ABOUT

A multidisciplinary Art Director and Photographer who is passionate about conceptualizing ideas and bringing them to life in a colorful and innovative way. Curious, passionate, and a bit of an odd-ball.

EXPERIENCE

Art Director

Razorfish / July 2022 - Current

Art direction for digital, broadcast, and social ads- develop and execute concepts across digital landscapes.

(Nivea, Marriott, CarSquad)

Freelance Junior Art Director

Venables Bell & Partners / June 2022 - July 2022

Jr. AD for the Taproom content creation studio at VB&P, focusing on social. (*Scotch-Brite, Post-Its, Carter's*)

Freelance Junior Art Director

Duncan Channon / January 2022 - March 2022

Working collaboratively with a creative team and alongside a Jr. CW partner to develop and execute concepts across digital landscapes.

(*Tattooed Chef*)

Co-Founder; Photographer, Art Director, Designer

If Only Creative / January 2020 - April 2022

Photographed, art directed, designed, and conceptualized for various clients including Wisp, Rout, Bonita Fierce, Moonshot Snacks, and Lady Falcon.

Created product and lifestyle photography content for client's social, web, and print use as well as organic TikTok content. Designed engaging, bold, and purposeful graphics, gifs, and illustrations for social use.

Photographer

Temescal Brewing / February 2019 - January 2020

Worked along side Creative Director and Marketing Manager

Conceptualized, produced, and edited photography and design assets for social media and marketing use