



JULIO HERNANDEZ
Communication Designer

Sept. '08–Present

GRAPHIC DESIGN

Jul. '13–Present

Houdini Style

- Conduct market research and conceptualize an executable look & feel for the brand
- Copy write advertisements & create visual marketing materials e.g. logo, stationery, packaging, apparel, flyers, motion graphics, website, etc.
- Update, maintain and produce new designs based on sales metrics

Jun. '11–Present

Lushair Salon (Lush Salon)

- Produce a cohesive experiential aesthetic & interior design for the salon
- Construct & copy write vinyl wall designs, banners, stationery, flyers and newspaper ads
- Provide social media marketing and advise on maintaining a uniform brand experience

Aug. '14

Petrides Alumni 1000 lb. club

- Constructed a differentiated T-shirt design for silk screen production

Jan. '14

Potluq

- Conceptualized and designed brands look & feel
- Increased social awareness of start up via social media networks
- Advised CEO regarding the peer-to-peer interaction user flow of the Potluq mobile app

May '13

Jorge Rivera

- Streamlined the written content on resume and promotional business collateral
- Constructed résumé, logo and stationery designs

Aug.–Dec. '12

Skid Row Housing Trust

- Rendered Logo design, logo formatting system, stationery and indoor wall designs
- Utilized quotes gathered from residence to create interactive interior surface designs
- Produced advertisements for the community of Skid Row

Dec. '11

An evening of Music with Galt MacDermot at Carnegie Hall

- Designed promotional materials for Grammy Award winning composer Galt MacDermot's performance at Carnegie Hall
- Promoted performance via social media outlets

May '10–Present

FANTASTIC FUTURES (ARTIST COLLECTIVE)

May '14

Through Body, Through Earth, Through Speech, Queens Museum of Art, NYC

- Collaborated to retrofit performance and group activities to a new space and time

Aug. '13

CT-SWAM: Through Body, Through Earth, Through Speech, Eyebeam, NYC

- Sourced materials, copy wrote and performed in a multichannel sound performance

Nov. '12

The Future is Fantastic (If You Want It), New Museum, NYC

- Collaborated in curating and performing in a multichannel sound art performance

Dec. '10

And Longing Is No Longer Speaks, Sheila C. Johnson Design Center, NYC

- Designed & silk screened poster designs for final exhibition
- Constructed promotional pamphlets and exhibited work in gallery space

Apr. '14–Present

PERSONAL TRAINING

- Analyze lifestyle & fitness goals
- Design exercise and diet plans for clients
- Meet in public spaces or recreational facilities to train
- Motivate and guide clients toward achieving lifestyle objectives

Aug. '10–May '14

PARSONS THE NEW SCHOOL FOR DESIGN

- BFA Communication Design

AWARDS & HONORS

Aug. '10–May '14

- Parsons The New School For Design BFA Academic Scholarship

Aug. '10–May '14

- Parsons The New School For Design BFA Deans Scholarship

Sep. '13

- Culture Push Honorary Fellow: "Reading Writing Writing" with Fantastic Futures

May '13

- iLAB Residency: "Through Body, Through Earth, Through Speech" with Fantastic Futures

Mar. '12

- Rhizome commission with Fantastic Futures

CONTACT

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SOFTWARE

- InDesign
- Illustrator
- Photoshop
- After effects
- Premiere Pro
- Lightroom
- Final Cut Pro
- Avid Media Composer
- Maschine
- Microsoft Office

INTERESTS

- Design
- Cartoons
- Kinesiology
- Biomechanics
- Music production
- Making people Laugh