

Leonardo Hernandez

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EDUCATION

Bachelor of Arts in Art August 2024 – August 2026
Florida International University (FIU) Miami, FL

Associate in Arts in Graphic or Commercial Arts August 2021 – May 2024
Miami Dade College (MDC) Miami, FL

EXPERIENCE

Design Specialist – Internship January 2025 – April 2025
BOLD Agency Miami, FL

- Designed social media posts to maintain a cohesive brand identity to increase engagement.
- Ensured clients were satisfied with artwork by finetuning designs to their specifications.
- Worked under two clients at once (Sun Lab Brewing and Saffrano Crepes) creating content for social media pages.

Cartoonist June 2024 – January 2025
PantherNOW Miami, FL

- Supplemented written articles with political cartoons satirizing real world events.
- Hand drew digital artwork chosen for front cover of physical newspaper.
- Started a monthly comedy comic that lightly covered issues and topics related to Florida International University. All artwork being original and hand drawn.

Lead Graphic Designer & Product Designer December 2021 – Present
Valera Lopez Miami 305 Miami, FL

- Designed and shaped the entire aesthetic of the company's product range and website.
- Created 30+ packaging designs that would be featured on products sold worldwide.
- Learned more about color theory and typography by collaborating with various product printing companies.

Freelance Artist August 2017 – Present
Self-Employed Miami, FL

- Honed drawing skills and started using software like Procreate to draw digitally on tablet.
- Garnered over 2,500+ views/likes from posting art over various social media platforms.
- Accepted commissioned work online and communicated with clients to accomplish their goals.
- Continually grew and managed a vast network of clients.

COMPUTER SKILLS

- Procreate
- Adobe (Photoshop, Illustrator, Premiere Pro)
- Microsoft Office (PowerPoint, Word)

LANGUAGE SKILLS

- Spanish (verbal and written)
- English (verbal and written)