



**Anganette G. Hernández**

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**OBJECTIVE**

I am seeking commissions that will challenge my knowledge and skills in design and information technology, producing and/or managing application or design solutions for business initiatives.

**PROFESSIONAL EXPERIENCE**

Web Design & Technical Computer Experience:

- Create GUI (Graphic User Interface)/Usability designs
- Web Design including static prototypes and front-end development
- Produce/optimize digital artwork; supervise and direct graphic designers to meet digital optimization
- Supervise and develop project schedules for programmers on site re-design and implementation
- Create FlashMX promos/ad banners
- Implement seasonal content updates and code maintenance
- Provide instructional training for office applications

Graphic Design:

- Conceptualize and design marketing collaterals: brochures, advertisements, digital photography, packaging, trade show displays, technical manuals, poster designs and corporate logos

Project Management:

- Analyze and develop design strategies to support marketing initiatives
- Manage creative projects from concept to completion
- Manage web site re-design, development and maintenance
- Develop and implement process and procedure plans for sites
- Manage web development and graphic team

**EMPLOYMENT HISTORY**

Employer: Contractor

Title: Web & Graphic Designer

Location: Miramar, FL

Duration: 03/2003 - Present

Job Duties: Provide overall web & graphic design solutions to meet specific corporate business initiatives. Projects consist of designs for web interfaces, front-end web development, print/marketing collaterals (logo, product designs, brand standardization) and graphic design production. Managed and implemented design solutions for Aquent, iCreatives and Signature Consultants' clients.

Employer: Internet Billing Company / Intercept Payment Solutions

Title: Internet Graphic Designer

Location: Deerfield Beach, FL

Duration: 08/2001 - 03/2003

Job Duties: Provide overall graphic design to meet specific commercial or promotional needs for corporate web interfaces and print/marketing collaterals that include: logo product designs and trade show displays. Managed and implemented design solutions for both multiple web platforms and marketing print media. Sites designed: iBill.com; iBillcs.com; CMI.iBill.com; Shopeasy.com; LibertyMerchant.com; driveinto2003.com



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Web & Graphic Designer

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Employer: LAT, 3Com

Title: PA Project Manager

Location: Miami, FL

Duration: 11/2000 - 08/2001

Job Duties: Project management for Latin American 'partner' program sites. Implement, develop content, web publishing and maintain integrity of 3Com navigation and design standards. Lead process of content necessities for LAT regions including Brazil and implemented promotional efforts to support regional marketing strategy.

Employer: Sunglass Hut International

Title: Site Producer / Internet Engineer

Location: Coral Gables, FL

Duration: 09/1998 - 10/2000

Job Duties: Upon hire, launched new company website to support corporate marketing information and maintain overall content for one site (Sunglasshut.com) Within four months – rolled out and managed new sites to include: SunglassHut.com; SunglassHut.com.au; SwissArmyDepot.com and Shades.com. Developed and implemented e-commerce site design, content, direction of both image and product delivery, created in-house digital photo studio, produced procedure process and publishing schedules for four (4) sites, established internal product image library, as well as, maintain the integrity of navigation of product delivery. Coordinated with marketing and product team to implement promotional campaigns to support marketing efforts for all sites. Formalized QA process for effective and accurate product information updates. Managed and maintained product database and integration with site commerce.

Employer: GES Graphics & Consulting

Title: Freelance Graphic Designer & Computer Consultant

Location: Miami, FL

Duration: 11/1994 - 09/1998

Job Duties: Contract services to provide computer graphic support to marketing dept., as well as, provide user-end software training for corporate offices: Catapult, Intracorp Entertainment, Markvision, and New Horizons. Responsibilities entailed in-depth knowledge of: authoring design tools, software knowledge, presentation / instructional capabilities and design / layout skills.

Courses Instructed: (Both PC & Mac Platform)

Quark Xpress, PhotoShop, Paintbrush, Adobe Illustrator, Page Maker, Macromedia Director, MS Office, MS Lotus Suite, CorelDraw, WPerfect, MS, Windows OS, DreamweaverMX, FlashMX

Design concepts included: technical manuals, advertisement collateral, internal /external newsletters, poster design, packaging and all other internal design requests.

Employer: Florida Review

Title: Graphic Artist

Location: Miami, FL

Duration: 02/1994 - 11/1994

Job Duties: Produce design & layout of 4/C, bi-weekly Brazilian news publication. Worked closely with editor to produce overall publication including all published advertisements.



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#### SKILLS AND ABILITIES

Graphic Programs (Proficient in both PC and Mac platforms):

- |                     |             |                  |                    |
|---------------------|-------------|------------------|--------------------|
| - PhotoShop         | - Flash MX  | - Adobe Freehand | - Harvard Graphics |
| - Quark Xpress      | - Fireworks | - CorelDraw      | - *Auto Cad        |
| - Adobe Illustrator | - FrontPage | - Animator Pro   | - TypeStyler       |
| - PageMaker         | - *Director | - 3D Studio      |                    |

Technical Software/Languages:

- |          |                  |               |                |
|----------|------------------|---------------|----------------|
| - HTML   | - Dreamweaver MX | - *JavaScript | - *Cold Fusion |
| - GoLive | - *IISv4.0       | - *SQL Server | - *CGI         |

Office Suites (Proficient in both PC and Mac platforms):

- |             |               |              |
|-------------|---------------|--------------|
| - MS Office | - Lotus Suite | - Access2000 |
|-------------|---------------|--------------|

\*Basic authoring knowledge to support overall implementation, maintenance and development of web sites and design.

#### EDUCATION

Major: Computer Graphic Design

Minor: Web Design

School: FAU

Location: FL

Degree: BFA - Graphic Design

Completion Date: Presently  
attending

Major: Computer Graphics

School: Miami Dade Community

College

Location: FL

Degree: Associate in Arts – Graphic  
Arts

Completion Date: 05/1988