

# Juan Hernandez

Digital Creative Manager

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As a digital creative manager with over 8 years of experience in the luxury retail industry, I thrive on collaboration and teamwork, bringing together my passion for design, fashion, and innovation. With a keen eye for detail and as a great communicator, I continuously evolve my skills and keep up with new trends, all with the goal of enhancing the customer's journey through engaging and innovative designs and ideas.

## Work History

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01/20- 08/23

### Digital Creative Manager

*Neiman Marcus Group, Remote*

- Managed and inspired a team of four designers, cultivating a culture aligned with the Neiman Marcus brand identity and design aesthetics.
- Led the successful execution of Neiman Marcus's seasonal digital editorial magazines, attracting 3.4 million unique visitors and delivering captivating storytelling experiences.
- Collaborated with Creative Director, Marketing, Senior Copywriters, Art Directors, and Campaign Leads to develop and implement design strategies that aligned with seasonal campaign objectives.
- Contributed significantly to the improvement of the editorial process, fostering cross-team collaboration, and enhancing work efficiency.
- Ensured seamless translation of seasonal design strategies into digital designs across various channels by providing oversight and guidance.
- Conducted thorough reviews and approval of digital layouts developed by designers, guaranteeing high-quality and visually compelling deliverables.

07/18 – 01/20

### Design Lead, Special Projects

*Neiman Marcus Group, Remote*

- Manages design elements for digital special projects, collaborating with endemic and non-endemic partners.
- Designs engaging digital magazines, emails, web banners, and site support consistent with the brand's signature look to drive engagement.
- Creates Instagram stories and media assets for social media channels.
- Stays updated on fashion and luxury retail trends to create compelling digital assets that promote higher customer engagement.
- Liaises between multiple teams, ensuring alignment with each project's unique requirements.

07/17 – 07/18

### Senior Digital Designer

*Neiman Marcus Group, Dallas, Texas*

- Designed compelling emails, digital magazines, web banners, and site support in alignment with the brand's voice and look.
- Instrumental in designing a new digital magazine template, informed by competitive analysis and industry trends for increased engagement.

04/15 – 07/17

### Digital Email & Site Designer

*Bergdorf Goodman*

- Executed creative vision and design to represent the brand in national and international markets.
- Coded designs using HTML and optimized creative assets for delivery and performance.
- Responsible for template updates, special projects with emails and site, website refreshes, and banner advertising.

## Education

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05/09– 05/15

### Bachelor of Arts: Design & Visual Communications

*Texas A&M University - Commerce, Texas*

## Language

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**Spanish** - Native Speaker

**English** - Proficient