

# Juan Hernandez

Digital Creative Manager

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Experienced and dedicated digital creative manager with 7+ years of experience in the luxury retail industry. Effective managing teams and delivering results. Passionate about design, fashion, and improving the customer's journey while telling a cohesive story.

## Work History

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**2022-02 - Current**

### Digital Creative Manager

*Neiman Marcus Group, Dallas, Texas*

- Manages and mentors' internal team of four designers to embrace Neiman Marcus culture and design look and feel.
- Develops compelling, innovative messaging across a variety of platforms and media in order to build brand awareness and expand the reach of our products.
- Create brand-led creative and design solutions that are rooted in human insight and grounded in strategic thinking.
- Partners and work across the organization, such as copywriters, marketers, creative directors and art directors to create a cohesive campaign voice, design and the best journey for the customer.
- Responsible for team's execution of Neiman Marcus's seasonal digital editorial magazines that translated to 3.4M unique visitors.

**2019-07 - 2022-02**

### Senior Digital Designer

*Neiman Marcus Group*

- Manages and creates all design elements for digital special projects, including collaborations with both endemic and non-endemic partners.
- Designs engaging and effective digital magazines, emails, web banners and site support consistent with brand's signature look to drive engagement.
- Designs Instagram stories, organic and paid media assets for deployment across various social media channels
- Stays up to date on trends in fashion and the luxury retail industry in order to effectively translate them in compelling digital assets that promote higher customer engagement
- Serves as liaison between multiple teams, including digital and print design, marketing and more, ensuring that all teams are in alignment with each project's unique requirement

**2018-01 - 2019-07**

### Senior Digital Designer

*Neiman Marcus Group, Dallas, Texas*

- Designed compelling emails, digital magazines, web banners and site support in alignment with brand's voice, look and feel
- Was instrumental in designing new digital magazine template, conducting competitive analysis and industry trend studies to inform best design for increased engagement across platforms

**2015-04 - 2019-07**

### Digital Email & Site Designer

*Bergdorf Goodman*

- Executed creative vision and design to effectively represent brand in both national and international markets
- Coded all designs using HTML
- Ensured all creative assets were optimized for delivery and performance
- Responsible for executing any template updates, as well as any special projects with emails and site
- Designed more than six website refreshes a month and banner advertising

## Education

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**2009-05 - 2015-05**

### Bachelor of Arts: Design And Visual Communications

*Texas A&M University - Commerce, Texas*