

# JUAN HERNANDEZ

## EXPERIENCE

### Digital Creative Manager, 02/2022 - Current Neiman Marcus Group

- Manages and inspires internal team of four designers to embrace the Neiman Marcus culture and design look and feel
- Responsible for team's execution of Neiman Marcus's seasonal digital editorial magazines that translated to 3.4M unique visitors
- Works in tandem with Creative Director, Marketing, Senior Copywriters, Art Directors, and Campaign Leads on planning, design strategy, and storytelling for seasonal campaigns
- Assists with the development of the editorial process for a better work experience across teams
- Oversees the process of ensuring seasonal design strategy is translated into the team's designs across our digital channels
- Reviews and approves digital layouts developed by designers

### Senior Digital Designer, Special Projects, 07/2019 - 02/2022 Neiman Marcus Group, Dallas, Texas

- 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 requirements
- Mentors three junior designers on best design practices and workload management

### Senior Digital Designer, 01/2018 - 07/2019 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 the new digital magazine template, conducting competitive analysis and industry trend studies to inform best design for increased engagement across platforms
- Served as interim design manager from Aug-Nov. 2018 while current manager was on maternity leave, effectively streamlining processes and leading team to increased productivity, accuracy and output
- Served as a liaison between various teams, including creative, marketing, photography, buyers and merchants, in order to grow cross-team communication, collaboration and efficacy
- Undertook multiple design projects outside of daily workload, exploring new initiatives and creating more than ten new templates for high-profile department initiatives and collaborations with non-endemic partners
- Mentored three junior designers on brand style and voice, best design practices, and workload management

### Digital Email & Site Designer, 04/2015 - 01/2018 Bergdorf Goodman, Dallas, Texas

- 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

Bachelor's Degree, Design and Visual Communications, 05/2015  
Texas A&M University - Commerce - Commerce, TX

 Dallas, Texas 75201

 817-937-8550

 [juan.hernandez710@gmail.com](mailto:juan.hernandez710@gmail.com)

## PROFESSIONAL PORTFOLIO

- [www.onebyjuan.com](http://www.onebyjuan.com)
- [www.linkedin.com/in/onebyjuan](https://www.linkedin.com/in/onebyjuan)

## SKILLS

- Expert knowledge of Adobe Creative Suite
- Consistent Brand Messaging
- Strong understanding of social media platforms and interfaces
- Strong knowledge of editorial content, process, and strategic planning
- Able to work quickly and adapt to changing goals or priorities, plus juggle concurrent tasks and projects
- Strong mentor and teacher
- HTML knowledge
- Great decision-making skills
- Strong verbal and written communication
- UI/UX knowledge
- Basic motion and video editing skills