

# Henry Hernandez

ART DIRECTOR · GRAPHIC & UI DESIGNER

REMOTE ONLY · NO RELOCATION

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## ◆ PROFESSIONAL SUMMARY

**Art Director with 8+ years directing creative across simultaneous Fortune 500 accounts at Radancy** — AT&T, Wegmans, Lockheed Martin, Wellstar, ProMedica, BioLife & Takeda. Held two healthcare accounts in parallel; ran two opposing pharma brands without crossover; sustained AT&T's creative program across six years and contributed to a **128% YOY increase in external hiring** and 34% decrease in marketing cost per hire. Equally fluent in concept and craft. **Remote-native, deadline-driven, and built for high-volume, high-stakes creative environments.**

## ◆ PROFESSIONAL EXPERIENCE

### Designer / Art Director

Aug 2018 – Oct 2025

Radancy · Remote · Recruitment Marketing Agency

*Functioned as de facto Art Director across simultaneous Fortune 500 accounts — serving as primary creative on each engagement and directing brand strategy, conceiving, execution, and cross-functional teams including junior designers, offshore resources, vendors, and account staff.*

### AT&T Careers ART DIRECTOR · 6+ YEARS

- Directed all creative output for AT&T's talent acquisition platform over 6+ years — career site redesigns, digital advertising, social media, email, print, convention environments, and large-format signage, producing several hundred assets annually.
- Concepted and produced multi-format digital ad campaigns across 6+ banner sizes per flight (prospecting and retargeting); art directed convention and trade show environments deployed nationally.
- Directed junior designers, offshore creative teams, and production vendors across parallel high-volume cycles — creative program contributed to a **128% YOY increase in external hiring** and **34% decrease in marketing cost per hire**, outperforming all Radancy client benchmarks.

### Wegmans Food Markets ART DIRECTOR

- Led full career site redesign across 20+ pages from brief to launch in under 30 days — translated Wegmans' refreshed brand identity into a complete recruitment platform, extending the system with formats and treatments not in the brand guidelines.
- Owned all ongoing recruitment marketing creative — social media, digital advertising across all banner sizes, print, and email; drove measurable post-launch increase in candidate engagement and application volume.

### Wellstar · ProMedica · BioLife & Takeda ART DIRECTOR

- Directed two healthcare accounts in parallel — **Wellstar (33,000+ team members) and ProMedica** — maintaining distinct brand systems across every cycle without crossover, the CD-level organizational challenge of holding two regulated brands at production speed without quality degradation on either.
- Held **BioLife and Takeda as opposing brand identities** under the same parent company — consumer-facing plasma services and global pharmaceutical enterprise, two distinct visual languages and audience strategies maintained simultaneously with zero brand bleed across every deliverable.
- Designed and launched ProMedica career site independently from brief to launch; sustained full-spectrum creative output across all four accounts under strict regulatory, legal, and enterprise compliance review.

## ◆ SKILLS

### DESIGN & ART DIRECTION

Art direction · Creative direction · Design leadership · Brand identity · Brand strategy · Visual systems · Campaign development · Concepting · Style guides · Typography

### PRINT, ENVIRONMENTAL & SIGNAGE

Print advertising · Editorial design · Large-format signage · Convention & trade show environments · Environmental design

### DIGITAL & CAMPAIGN

UI/UX · Digital advertising · Banner ad production · Social media design · Motion graphics · Email & newsletter design · Web design · Prototyping · Recruitment marketing

### TOOLS & SOFTWARE

Adobe CC · Photoshop · Illustrator · InDesign · XD · After Effects · Figma · Sketch · WordPress · Elementor · PowerPoint · Keynote

♦ PROFESSIONAL EXPERIENCE · CONTINUED

## Designer / Art Director

Radancy · Continued

**Additional Accounts** FLEX ART DIRECTOR · BROUGHT IN FOR SENIOR EXECUTION

Capital One · Lockheed Martin · USAA · Wells Fargo · Deutsche Bank · **Disney** · U.S. Government Agencies · L3H · Merck · Primark · Coca-Cola Europacific Partners · UPS · Cricket Wireless · And Many More

- Created internal communications microsites for Capital One; led UX prototyping and wireframing for Lockheed Martin's recruitment portal.
- Delivered digital advertising, print, environmental design, and campaign assets across financial services, defense, entertainment, and government sector clients — brought in to lead execution when primary ADs were unavailable or when urgent work required senior-level brand knowledge and production speed with minimal direction.

## Freelance Designer

May - Aug 2018

Independent · Remote

- Directed branding, website, and UI projects for small businesses and startups — delivering brand identity systems, prototyping, and UX design from brief to launch.

♦ EDUCATION

### B.A. Graphic Design / Interaction Design

2018

James Madison University

### A.S. Web Design

2016

Lord Fairfax Community College