NICHOLAS HERNANDEZ

GRAPHIC DESIGNER / CREATIVE PRODUCER

San Gabriel Valley / Los Angeles, CA · foolyonsol@gmail.com

thecommuniti.com

PROFILE

Multidisciplinary designer and creative producer working across brand identity, digital campaigns, merchandise, websites, and print. Turns incomplete ideas into clear visual systems and carries projects from concept through production. Seeking a junior creative or production design role with room to grow.

EXPERIENCE

Independent Designer and Creative Producer | Self Employed 2017–Present

- Create brand identities, logos, websites, promotional graphics, merchandise, mockups, and print-ready assets for artists, communities, events, and small businesses.
- Develop ideas through client feedback and final delivery, translating brand direction into consistent digital and physical applications.
- Selected clients and projects include Stupid Maxi Friends, International Rich, SteeJays Entertainment, Duke Bakery, The Communiti, and Baitwell.

Creative Studio Co Founder | Independent Production Studio 2022–2023

- Coordinated artist bookings, production schedules, studio sessions, outside video shoots, and live merchandise auctions on Whatnot.
- Wrote music video treatments and scripts, operated behind the camera, edited content, and supported audio recording and mixing.

Print Production Assistant and Delivery | Pasadena Printing Company 2017

- Assisted with cutting, finishing, basic computer-based production, and delivery of finished print materials; supported quality control and deadline-driven workflows.

SELECTED PROJECTS

The Communiti Founded and lead a multidisciplinary media company creating websites, branding, content, campaigns, commercials, and digital systems for growing brands.

SteeJays Entertainment Go-to designer for event flyers, artist campaigns, and merchandise across recurring Los Angeles events; merchandise sold through at events.

Stupid Maxi Friends Built a cohesive visual world across character branding, websites, digital community products, apparel, and promotional assets.

Duke Bakery Designed menus, gift cards, and event signage for a Rowland Heights bakery, extending its identity across customer touchpoints in 2018.

SKILLS AND TOOLS

Design Brand identity · Typography · Logos · Layout · Digital campaigns · Merchandise · Web design

Production Print handling · Cutting and finishing · Signage · Event graphics · Mockups · Asset preparation

Tools Adobe Photoshop · Logic Pro · Pro Tools · Ableton Live · Video editing software

EDUCATION

Undergraduate Certificate in Small Business Management

University of Phoenix