

Pedro Hernandez

Creative Art Director / Senior Designer

Oxford, Oxfordshire
bfpedroh@gmail.com
+44 7858 925386

As a Creative Art Director with over 21 years of experience, I seamlessly blend artistic vision and strategic thinking to deliver visually captivating solutions across various media. My extensive background in creative direction and graphic design, combined with 14+ years of leadership in managing creative teams, has equipped me with the ability to drive innovative projects that resonate with audiences and meet business objectives.

I have fully embraced AI technologies since their emergence, integrating them into every aspect of my workflow. This familiarity enables me to leverage AI tools effectively to enhance creativity, streamline processes, and stay ahead of industry trends. I continually study the latest developments in AI, ensuring that I remain at the forefront of technological advancements that can elevate design practices.

My diverse skill set encompasses Digital Design, Motion Graphics, Photography, Video Production, Content Creation for Social Media and all types of Printed Media.

My technical proficiency spans various platforms, including mastery of the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, After Effects), Final Cut Pro X, DaVinci Resolve, Blender, and Bootstrap Studio. This versatility enables me to create compelling visual narratives that engage users and elevate brand presence.

In my role as Applications Manager at Inktec Europe, I manage complex printing technologies and develop user-friendly interfaces and workflows. This experience enhances my ability to translate technical requirements into accessible, visually appealing solutions while maintaining high aesthetic standards.

I excel at translating creative concepts into impactful designs that align with business strategies, ensuring the efficient delivery of high-quality results within budget and on time. My proven track record of exceeding client expectations demonstrates my dedication to pushing boundaries and focusing on user needs and business goals.

My comprehensive background in creative direction, technical implementation, and project management, coupled with my expertise in AI applications in design, makes me a valuable asset to organizations seeking a versatile leader to drive innovation in visual design and enhance brand storytelling.

Willing to relocate: Anywhere

Personal Details

Highest Level of Education: Bachelor's

Industry: Arts & Entertainment, Information Design & Documentation, Media & Communications, Production & Manufacturing

Work Experience

Application Manager

InkTec Europe Ltd-Witney
February 2024 to Present

As the Applications Manager at Inktec Europe, I am responsible for overseeing the integration and development of innovative applications within the printing technology sector. Leveraging my expertise,

I ensure seamless collaboration between technical and creative teams to design user-friendly interfaces and optimize workflows that enhance product functionality and user engagement.

Key responsibilities include:

1. Application Development Oversight: Manage the development and implementation of advanced printing applications, ensuring they meet technical specifications and industry standards.
2. Cross-Functional Collaboration: Work closely with engineering, production, marketing, and customer support teams to ensure cohesive application functionality and alignment with business goals.
3. Quality Assurance and Testing: Supervise the quality assurance process, conducting thorough testing to identify and resolve issues before deployment.
4. Client Support and Training: Provide ongoing support to clients, addressing inquiries and developing training programs to ensure effective application use.
5. Market Research: Conduct market research to identify emerging trends in printing technology and user preferences, informing product development strategies.
6. Performance Metrics Tracking: Define and monitor key performance indicators (KPIs) to assess the effectiveness of applications and drive improvements.
7. Technical Problem Solving: Address technical challenges that arise during application development and implementation, ensuring smooth operations.
8. Workflow Optimization: Analyze and improve workflows related to application usage, enhancing efficiency and productivity.
9. Innovation and Strategy Development: Drive innovation in application features and functionality, contributing to the overall strategic direction of the company.
10. Hardware Demonstration Management: Oversee the operation of hardware demonstration suites, ensuring all equipment is functional for client presentations and conducting demonstrations to showcase product capabilities.
11. Colour Management: Manage colour profiles for demonstration equipment, ensuring accurate color representation and training technicians as needed.
12. Routine Maintenance and Repairs: Conduct routine repairs and maintenance on demo equipment and test printers, ensuring optimal performance.
13. Consumable Testing and Fault Analysis: Test consumables and support fault analysis for both consumables and machine parts, ensuring quality and reliability.
14. Creative Design Collaboration: Work closely with the sales and marketing teams to produce and manage artwork and creative content for marketing initiatives related to hardware and ink.
15. Logistics Support: Assist the service team with printer storage, deliveries, and equipment arrangements for installations or removals.
16. Software Testing and Improvement: Test GUI/software versions and communicate closely with headquarters and the service team to support improvements and implementation.
17. Technical Support Maintenance: Maintain technical support levels through effective communication with field engineers and updating technical information.
18. Training Provision: Provide on-site and off-site training for both team members and customers on machine operation and software usage.
19. User Research and Testing: Conduct user research to gather insights that inform application development and improve user experience.
20. Cross-Functional Collaboration: Collaborate with engineering, production, and marketing teams to ensure cohesive application functionality and alignment with business goals.
21. Performance Metrics Tracking: Define and monitor key performance indicators (KPIs) to assess the effectiveness of applications and drive continuous improvement.
22. Content Creation for Marketing: Develop video content and marketing materials that highlight our products and services, enhancing brand visibility and engagement.
23. Team Leadership: Lead and mentor team members, fostering a collaborative environment that encourages professional growth and development.

Through my leadership in application management, I am committed to driving innovation in printing solutions, enhancing user satisfaction, and ensuring Inktec remains at the forefront of the industry. My mixture of technical proficiency, user-centric design understanding, and project management skills positions me as a vital contributor to the company's success and growth.

Senior Graphic Designer / Technical Artworker

Quadrant2Design-Poole

October 2022 to February 2024

While Experienced as Senior Graphic Designer using the Adobe Creative Suite (primarily InDesign Illustrator & Photoshop), having high attention to detail, being accurate, reliable, process driven, calm under pressure and a methodical thinker, are the main skills that this position require.

As Technical Artworker my primary role is to provide our graphic designers with accurate and detailed InDesign templates, then quality check all artwork before it is sent to print. This role is essential to maintaining the high standards and low error rate when producing our exhibition stands.

Often working with open briefs, I had the creative freedom to create something fresh and imaginative while fulfilling the customer's unique business needs.

The role includes but was not limited to:

- Creating high-quality exhibition stand graphics using the Adobe CC suite.
- Setting up cut files and providing information on design constraints for correct production.
- Owning, Managing and updating the template library and the templating process, to maximise efficiency and accuracy.
- Regular briefing calls with our customers to assist in bringing their ideas to life.
- Collaborating closely with the CAD team, Account Managers and Project Managers.
- Producing on-brand creative designs for a variety of clients
- Scrutinising Test prints and Print PDF's for issues and errors.
- Providing print files to the production team + adjusting and matching colours to existing prints and Pantone books.
- Delivering exceptional designs that translate effectively to exhibition stand graphics panels.
- Matching designs to current marketing campaigns and maintaining brand consistency.

Art & Photography Director

BFPedro Photography - Barquisimeto, Caracas-Caracas, Distrito Capital

September 2013 to December 2016

As an Art & Photography Director, I possess extensive proficiency in various aspects of video production, encompassing pre-production, direction, and post-production. Throughout my career, I have successfully collaborated with diverse productions, utilizing a wide range of software and tools. My skills include expertise in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Final Cut Pro X, Lightroom, DaVinci Resolve, Microsoft Office Suite, ServiceNow, Monday, FileMaker, and numerous other platforms.

With a deep understanding of these industry-standard software applications, I am adept at leveraging their capabilities to bring creative visions to life. I have honed my skills in video editing, motion graphics, visual effects, and color grading, enabling me to produce visually stunning and impactful content. Moreover, my proficiency extends to graphic design, utilizing Adobe Photoshop and Illustrator for creating compelling visuals, logos, and branding materials.

In addition, I am well-versed in project management tools such as ServiceNow and Monday, enabling me to efficiently organize and streamline workflows, ensuring projects are delivered on time and within budget. Furthermore, my proficiency in Microsoft Office Suite allows me to effectively communicate and collaborate with team members and stakeholders.

By highlighting my proficiency in these software applications and tools, I demonstrate my ability to handle the entire video production process, from conceptualization to final delivery. My comprehensive skill set, combined with my creative vision and attention to detail, makes me a valuable asset as a Creative Art Director.

- | | | | |
|-----------------------|-------------------------|-------------------------|--------------------------|
| • Video Production. | • Motion Graphics. | • Team Leadership | • Problem Solving. |
| • Creative Direction. | • Artistic Sensibility. | • Project Management. | • Adaptability. |
| • Graphic Design. | • Storytelling. | • Attention to Detail.. | • Technical Proficiency. |

Creative Director - Senior Graphic Designer

Tres Tablas Inc-Lara

July 2013 to December 2015

Creative Director and Senior Designer at TresTablas Inc. (a multidisciplinary content production studio specializing in Audiovisual Creation and Concepts, Digital Photography, Cinematography, Conceptual Art and Motion Graphics).

In my role as Creative Director and Senior Designer, I had the opportunity to lead and oversee various creative projects across different mediums. Our studio focused on producing high-quality content in the realms of Audiovisual Creations and Concepts, Digital Photography, Cinematography, Conceptual Art, Motion Graphics, Digital Illustration, Pre and Post Production, Etc.

As the Creative Director, I was responsible for guiding the direction of each project, ensuring that the vision and objectives were met. This involved collaborating closely with clients to understand their needs and translating them into innovative and visually compelling concepts.

Additionally, as a Senior Designer, I played a hands-on role in the design process, utilizing my expertise in various areas such as digital photography, cinematography, conceptual art, and motion graphics. I worked closely with a team of talented professionals, providing guidance and feedback to ensure the highest level of quality and creativity in our work.

Throughout this 3 years, I successfully executed numerous projects, delivering exceptional results that exceeded client expectations. My ability to combine technical skills with a keen eye for aesthetics allowed me to create visually stunning and impactful content.

Overall, my experience as a Creative Director and Senior Designer has equipped me with a deep understanding of the creative process and the ability to bring ideas to life across different mediums. I am confident in my ability to contribute to any creative team and deliver outstanding results.

- Video Production: We have expertise in creating high-quality videos for various purposes, including commercials, promotional videos, corporate videos, and event coverage.
- Motion Graphics: Miguel Oropeza and I as a team worked on designing captivating motion graphics that enhance visual storytelling and engage viewers.
- Animation: We offered 2D and 3D animation services, bringing characters, objects, and concepts to life through captivating visuals and seamless motion.
- Concept Development: We helped clients develop unique and innovative concepts for their audiovisual projects, ensuring their vision and message are effectively communicated.
- Scriptwriting: As a team we successfully crafted compelling narratives and dialogue that resonate with the target audience, ensuring a cohesive and impactful storytelling experience.
- Storyboarding: We assisted in visualising the script through detailed storyboarding, providing a blueprint for the production process and ensuring a clear vision for the final product.
- Audio Production: Our studio offered comprehensive audio production services, including sound design, voiceover recording, music composition, and audio mixing and mastering.
- Graphic Design: We provided graphic design services for various purposes, including creating logos, branding materials, posters, and digital assets that align with the client's overall visual identity.
- Post-Production: After the brainstorm, I always made sure all aspects of post-production, including video editing, colour grading, special effects, and adding the final touches were on point, meeting our expectations to ensure a polished and professional outcome.
- Creative Consultation: We offered consultation services to guide clients through the creative process, providing insights, recommendations, and expert advice to ensure their audiovisual projects achieve their intended goals and impact the target audience effectively.

These services combine our expertise in audiovisual creation and concepts, enabling us to deliver comprehensive solutions to meet the unique requirements of each client.

Production Manager / Senior Designer

Maxima Impresion c.a.-Lara

July 2010 to August 2013

Large format printing service and Offset Printing Service, excellent for printing billboards and business cards, flyers, brochures, folders, etc.

I have successfully managed the entire company, overseeing various aspects such as customer interactions, graphic design, printing and finishing, employee training, and stock management.

I excelled at understanding customer requirements and effectively communicating ideas. With my creative flair and technical skills, I personally handled each project with the highest standard.

In addition to design, having a comprehensive understanding of the printing process and equipment operation. I ensured all projects were executed accurately and within specified timeframes, monitoring print quality and troubleshooting when necessary.

I prioritised employee training and development, creating a supportive work environment and delegating tasks effectively to empower my team.

- Print Management
- Print Production
- Offset Printing
- Managed Print Services
- Digital Design
- Digital Production
- Digital Printing
- Computer Graphics
- Graphic Design
- Media Production
- Creative Services
- Digital Post-Production

Education

UAL Level 3 Extended Diploma in Photography

Cieca - Barquisimeto, Lara

June 2010 to July 2012

Bachelor's degree in Digital Illustration

C.I.D.I.G. - Barquisimeto, Lara

March 2004 to August 2007

Bachelor's degree in Graphic Design

C.I.D.I.G. - Barquisimeto, Lara

March 2003 to August 2006

Skills

- Blender (4 years)
- Adobe Illustrator (10+ years)
- Branding (8 years)
- Adobe Photoshop (10+ years)
- Marketing (8 years)
- Adobe Lightroom (10+ years)
- Microsoft Office (Word) (10+ years)
- Adobe After Effects (8 years)
- ZBrush (6 years)
- Microsoft Office (Excel) (10+ years)
- Branding (8 years)
- Final Cut Pro X (10+ years)
- Adobe InDesign (9 years)
- Microsoft Office (Powerpoint) (10+ years)
- Graphic Design (10+ years)
- Adobe After Effects (8 years)
- UX (7 years)

Languages

- English - Fluent
 - Spanish - Fluent
-

Links

<https://www.phph.uk/>

<https://www.behance.net/bfpedroherndez/>

<https://phph.pixieset.com/portfolio/>

<https://www.linkedin.com/in/bfpedro/>

<https://phph.pixieset.com/srportfolio/>

<http://www.dailymotion.com/bfpedroh>

Certifications and Licenses

Ingles Conversacional Oral y Escrito

June 2010 to Present

- Manejo un ingles fluido conversacional oral y escrito certificado por Funda UC en Venezuela.

C1 Oral and written conversational English

June 2010 to Present

- I am fluent in oral and written conversational English certified by Funda UC in Venezuela.