

Daniela Hernandez Pedroza

MULTILINGUAL 3D GRAPHIC DESIGNER

Portfolio: dreamsicles.art • ellahd92@gmail.com • 786-312-9935 • Miami, FL

EDUCATION

Ewha Womans University Certification in Korean Language August 2020

Florida International University B.S. Communications / Digital Media Studies July 2017

SKILLS

Tools > Illustrator, Photoshop, InDesign, After Effects, Figma, Blender, Fusion 360, KeyShot

Design > Graphic Design, 3D Design, Motion Graphics, Packaging Design, Collateral Design

EXPERIENCE

Graphic & Interactive Designer > **Chauvet Lighting** August 2021 – Present

- Collaborate with the Creative Director and Brand Managers to formulate compelling brand-aligned campaigns for a global B2B and B2C entertainment market.
- Design various digital and print assets, such as social graphics, emails, web assets, motion graphics, homepage updates, product packaging, signage, swag, and tradeshow displays.
- Own and manage design project deadlines for multiple campaigns and standalone projects, including affiliated vendors' design requests.
- Responsible for polishing product STP files on Fusion 360 and creating high-quality 3D image renders in KeyShot for digital, print, and video usage.
- Merge 3D image renders with supporting video and graphic assets in After Effects & Photoshop to create eye-grabbing motion graphics and GIFs.

Junior Creative Director > **Rent My Wedding** March 2017 – September 2018

- Crafted and established the company's first iterations of its quarterly magazine.
- Communicated with multiple wedding industry professionals and featured clients to develop their magazine spreads and brand-aligned promotional materials.
- Developed Illustrator, Photoshop, and InDesign templates to expedite the process of creating visually consistent digital assets and magazine layouts.
- Formatted InDesign files with digital and print compatibility for efficient publication.
- Worked with the Design Administrator to ensure the in-house editorial photo and video shoots aligned with each partner's brand image.

Marketing Assistant > **Rent My Wedding** May 2016 – July 2017

- Promoted within ten months for exceeding expected contribution in the creative concept and content creation phases.
- Created social graphics, email, and in-house production content to support ongoing digital campaigns on Facebook, Instagram, Twitter, and MailChimp.
- Collected and curated product imagery for the company's social media accounts and affiliated partners' sponsored blogs and advertisements.
- Analyzed engagement stats to effectively improve social media posting schedules and personalized customer-facing interactions for better brand retention.