



# Cindy Hernandez

## CREATIVE DIRECTOR

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cindyhernandezvfx@gmail.com

### WORK EXPERIENCE:

**Marguerite's on Dresden** June 2017 - Present  
**Creative Director** (formerly Intern / Web Designer)

- Leading all creative & marketing efforts for the store.
- Over eight years, developed and executed brand visuals, managed print and digital marketing.
- Direct seasonal campaigns and coordinate events.
- Managing art gallery sales and inventory logistics.
- Handling interior design communication.
- Responsible for tracking online analytics and stats.
- Curating content at design jobs, store, & warehouse.
- Offering technical support to staff members.
- Processing inventory through Lightspeed Retail POS.
- Initially hired as a part-time intern to manage the boutique's first website.

**MOD Creations Studio** January 2019  
**Rotoscoping Artist (Intern)**

- Rotoscoped a bouquet of green flowers from a difficult greenscreen shot for an Uber commercial.

### ACTIVITIES & COMMUNITY SERVICE:

**Siggraph SCAD Atlanta Chapter**  
**Secretary** Jan 2018 - Nov 2018  
Helped establish the foundation for an ACM SIGGRAPH student chapter to open at SCAD Atlanta campus. Attended SIGGRAPH 2018 in Vancouver. Assisted in coordination of fundraisers for future chapter expenses.

**Women In Technology (WIT)**  
**President** 2017 - 2018  
Encouraged young women to pursue careers in the STEAM (Science, Technology, Engineering, Arts, and Mathematics) industry.

### SKILLS:

#### Applications & Software

- Highly proficient in Adobe Creative Suite: Photoshop, Illustrator, After Effects, and Premiere Pro
- Multi-Platform Creative Execution (print, digital, social)
- Experienced with Constant Contact for email marketing.
- Competent knowledge in Houdini, with exposure to Linux and scripting.
- Familiar with Nuke, Maya, and Mocha AE.
- Production exposure to Final Draft and Movie Magic Budgeting.
- Proficient in Microsoft/Google programs: Word, PowerPoint, Excel, Docs, Sheets, Slides

#### Professional

- Strong creative problem-solving and cross-functional collaboration: (design, sales, marketing, vendors.)
- Quick to learn and apply new knowledge efficiently, while aligning creative work with business objectives.
- Maintains a calm, analytical approach in high-pressure environments.
- Skilled at multitasking and managing fast paced, deadline driven projects.
- Fluent in Spanish; currently learning German.

#### Personality Attributes

- Creative, design-forward thinker with keen eye for detail.
- Excellent communication skills.
- Approachable, amiable, and optimistic.

### EDUCATION:

**Savannah College of Art and Design**  
**(SCAD Atlanta)**  
**Bachelor of Fine Arts | Visual Effects Major**