

Aaron Hernandez

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Overview

Artistically driven creative with 10+ years of experience across digital environments, web design, branding, marketing, and creative direction. Experienced in fast-paced environments requiring rapid learning, workflow optimization, and technical problem solving. Strong background in AI-assisted systems, generative media, UX/UI, digital production, and scalable creative operations.

Area of Expertise

Graphic Design / Branding • Creative Direction • Web Design / UX/UI • Digital Marketing • Photography / Videography • Project Management • Product Demonstrations • Workflow Automation

Software Expertise

Adobe Photoshop • Adobe Illustrator • Adobe Lightroom • Adobe InDesign • Procreate • Figma • Shopify • WordPress • ClickFunnels • Midjourney • AI Image & Video Platforms • Jira • Asana • Basecamp • Hootsuite • Buffer • Sprout Social

Professional Experience

Lead Web Designer / Art Director. Hydra Workflows

Las Vegas, NV. Jul. 2025 – Present

- Lead web design, creative direction, and digital branding initiatives for AI-focused workflow and automation projects.
- Build modern websites, landing pages, and marketing systems optimized for user experience and conversion.
- Develop AI-assisted creative pipelines using generative imagery and automation tools.
- Create marketing campaigns, visual assets, and social media content for digital growth initiatives.
- Collaborate with teams on workflow optimization, system organization, and scalable creative processes.
- Produce creative assets across web, design, and branded content environments.

Head Graphic Designer. Lucidity Festival

Santa Barbara, CA. Oct. 2021 – Apr. 2023

- Led creative direction and branding development across two festival cycles, culminating in the festival's 10th anniversary campaign.
- Designed digital advertisements, social campaigns, festival artwork, merchandise, maps, and print collateral.
- Coordinated branding consistency across digital and physical experiences.
- Produced marketing visuals and creative assets under tight production timelines.

Creative Director. Nutrex Research

Oviedo, FL. Mar. 2019 – May 2020

- Directed branding, creative campaigns, and product packaging initiatives for a national supplement company.
- Developed over 55 product labels and visual product systems.
- Managed photography, videography, and marketing asset production.
- Collaborated cross-functionally with marketing, product, and production teams.

Lead Creative Director / Marketing Manager. Repp Sports

Longwood, FL. Feb. 2017 – Mar. 2019

- Executed digital marketing campaigns, social strategies, and branding initiatives.
- Designed websites, landing pages, and e-commerce experiences using Shopify and ClickFunnels.
- Developed product branding and packaging for over 35 products including the first 7 Raze Energy SKUs.
- Managed creative projects and collaborated with offshore teams.
- Produced photography and video content for marketing campaigns.

Senior Graphic Designer. Nutrakey Health

Longwood, FL. Jan. 2016 – Mar. 2019

- Managed branding, digital campaigns, and product design initiatives.
- Designed websites and landing pages using Shopify and WordPress.
- Created over 75 product labels and packaging systems.
- Assisted with project management, marketing strategy, and offshore team coordination.
- Produced visual content including photography, videography, and digital advertising assets.

Graphic Designer / Project Manager. Pin Agency

Los Angeles, CA. Aug. 2013 – May 2014

- Developed brand identity and creative direction for a portfolio of agency clients.
- Designed web, e-commerce, and mobile experiences with a focus on UI/UX.
- Created and executed digital marketing campaigns and advertising assets.
- Art directed video and photography production.
- Managed incoming projects and client onboarding alongside offshore team coordination.
- Coordinated social media strategy and content across agency client accounts.

Education

University of Central Florida — 2007 – 2009 — Focus: Digital Media specializing in Visual Language.

Daytona State College — Associate of Arts — 2005 – 2007 — Focus: Digital Media specializing in Visual Language.

Projects

Social Galaxy — Jan 2013 – Jan 2014 — Startup project focused on building social media networks designed to help users grow followers, likes, and reblogs through engagement systems.

Volunteer Work

Hoopin' for a Cause – Lymphoma Research — May 2013 – May 2017 — Volunteer scorekeeper for basketball fundraising events supporting lymphoma research initiatives.