

Benjamin Hernandez Cardenas

Multimedia/Graphic Designer
Art & Creative Director
Video Producer



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Professional Summary

Creative, hands-on professional with expertise in graphic design, art direction and project management. Multi-talented Graphic Designer skilled in several artistic mediums, including Video and photography. Driven to exceed marketing objectives and strategies while adhering to budget guidelines.



Work History

- **Graphic Design / Creative** 09/2004 to March 2019
Innova Solutions INC
3737 Acequia Mayor Ote. Ph. +52 656 6113320

- Generated new ideas with limited direction and varied internal client needs.
- Presented projects to internal clients.
- Generated computer graphics and page-layout software, graphic elements and photography.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Worked with internal clients to determine strategy and design for annual marketing campaigns.
- Generated new ideas with limited direction and varied internal client needs.
- Generated computer graphics and page-layout software, graphic elements and photography.

- **Freelance Designer** 01/2016 to Date
Dmex Printing
8340 W. Vernor Detroit, MI 48210
Ph 3136521628
dmexdetroit@gmail.com

- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Translated complex concepts and data into compelling visuals for media outreach.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Designed wireframes and compositions for new web projects.
- Web Development, Video productions and Reel animations.
- Design Logos, Flyers and Business Cards for printing purposes.

Skills

- Digital media
- Print advertisements
- Website and electronic marketing
- Print advertising
- Project presentations
- After Effects
- Premier Pro
- Final Cut Studio
- Extensive Knowledge of both PC and Mac
- Motion
- Soundtrack
- Cheetah 3d
- Cinema 4d
- Indesign
- Illustrator
- Photoshop
- Dreamweaver
- Flash
- Experience related to direct mail and email , and html
- Word Excel and E-mail applications



Education

- Bachelor of Arts Graphic Design** 1997
Universidad Autonoma de Ciudad Juarez
Cd. Juarez, Chihuahua, Mexico
- Cinematographer Producer** 2007
AMECIDI at Instituto Tecnologico de Ciudad Juarez
Cd. Juarez, Chihuahua, Mexico
- Creative Producer** 1998
Kriativo Workshop at Channel 44
Cd. Juarez, Chihuahua, Mexico



AWARDS: 2nd. Place in Animation (ThePerodic Table Case) at INTERCOM 1997 • 2nd. Place in Short Film Chihuahua 's Film Festival 2007 (Post Production)

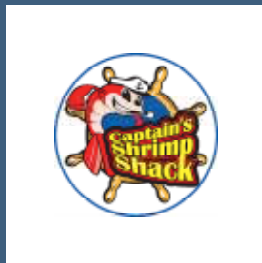
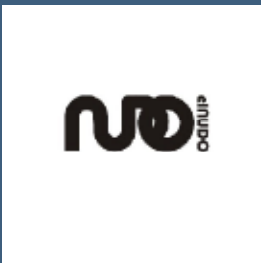


1st Place - Didact Video
 The Case of the Periodic Table of the Elements
 Festival y Muestra Nacional de Television y Video de las I.E.S.
 Silver Hugo - Educational, Child Audience
 The Case of the Periodic Table of the Elements
 INTERCOM 97 - Chicago International Film Festival
 Second Place in Best Photography in Black & White at UIN
 Silver Medal - Animated Television & Video
 The Case of the Periodic Table of the Elements
 4th Annual WorldFest-Charleston



- **Marketing Specialist** 06/2012 to 07/2013
Soluciones GSC Technology
 Blvd Gomez Morin 8811 L-3 Ph. +52 656 229 5454
 - Deal with clients with marketing strategy, design visual concepts for advertising and manage the web site.
- **College Professor** 01/2001 to 05/2003
Universidad Interamericana del Norte
 Campus Cd Juarez
 - Trained Students on computer graphic design programs such as Quark Xpress, Adobe Illustrator and Adobe Photoshop.
 - Teaching Marketing Concepts and Product Conception.

Some Logos



Video Productions

Some corporate & sales videos from public access



http://www.youtube.com/embed/y_tQWkiZr-Q



http://polyfilm.com.mx/presentacion_ing.html



http://fletes-mexico.com.mx/cargaexpress_ing.html



For a complete video demo up on request
 benjus1@gmail.com

Short demo

https://youtu.be/0xU_ub1HC14

Some TV commercials in spanish

<https://www.youtube.com/watch?v=5VHy9DqaNvQ&feature=youtu.be>

<https://www.youtube.com/watch?v=qjFb6gWbj1E&feature=youtu.be>

<https://www.youtube.com/watch?v=Rvvm4V9tARo&feature=youtu.be>

<https://www.youtube.com/watch?v=Pj7PejzMyzc&feature=youtu.be>

<https://www.youtube.com/watch?v=-31mwqeE35I&feature=youtu.be>



<http://fws.com.mx/>



streammkt.com

There are more website to show, but unfortunately they are no longer exist.
I developed webdesing in some websites since 2004 working under Innova Solutions until 2016



suncityyelp.com



fletes-mexico.com.mx



pollosricos.com



asertec.com



bringasinsurance.com