



ALEX J HERRERA JR
SR. DESIGNER / ART DIRECTOR

 **AJH28.COM**
 **562-639-2018**
 **ALEXHERRERA@AJH28.COM**

Collaborative and extremely organized
Senior Graphic Designer of
digital, video and print projects.

Passionate about art direction, visual
problem-solving, team-building,
UI/UX, typography, illustration,
motion graphics and user interface design.
Trusted and reliable member on
cross-functional teams for high-visibility
projects/brands. Experience supervising
graphic designers, copywriters
and front-end developers.

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Adobe XD
WebFlow
Google App Suite
Zeplin
Sketch
InVision
Jira
MS Office
Html
CSS
Keynote

EDUCATION

**Art Institute of
California-Los Angeles
(Santa Monica, CA)**
2003 - 2007
Bachelors Degree
Graphic Design

EXPERIENCE

FOX Networks Group (Century City, CA)

Designer

Sept 2019 - Present

- responsible for the user experience and visual branding of a wide range of digital platforms (iOS, Android, web, tvOS, Fire TV, Xbox, Windows) for our sports, news and entertainment apps in North America. Tasks include, but not limited to, UI design, App optimization, banner ads, Landing Page layout and design.

Midnight Oil (Burbank, CA)

Entertainment Digital Designer

Dec 2018 - March 2019

- Adapted existing key art and produced multiple digital assets (dynamic static & animated banners) as well as print collateral for theatrical motion pictures.

Belkin International (Playa Vista, CA)

Sr. Interactive Designer

Feb 2014 - Oct 2018

- Responsible for the design of innovative, high-quality global interactive digital campaigns and general website enhancements for Linksys.com, Belkin.com and Wemo.com. Focus on user interface & user experience design (UI/UX Design)
- Assets include - web banners, responsive landing pages, motion graphics, email blasts, package design and social media assets.
- Worked closely with digital marketing producers, global marketing, e-commerce teams and supervised designers, copywriters and front-end developers to ensure online design objectives and timelines are met to Belkin and Linksys standards.

Easton Bell Sports (Van Nuys, CA)

Web Designer

Aug 2011 - Feb 2014

- Spearheaded the production of all digital marketing assets and social media assets for the multiple sport brands under the umbrella of Easton Bell Sports.
- Projects included high-quality digital campaigns: web banners, landing pages, email blasts and social media assets for all brands. Focus on user interface & user experience design (UI/UX Design)

Total Beauty Media Inc. (Santa Monica, CA)

Web Designer

September 2010 - August 2011

- Responsible for the design of high-quality digital assets for multiple brands under the Total Beauty Media umbrella.
- Projects included: web banners, ad-sale digital assets, landing pages, email blasts and social media assets for all brands.

AtPlay Creative (Sherman Oaks, CA)

Junior Designer

January 2009 - August 2010

- Responsible for the design of high-quality digital assets for ABC, ABC Family, Disney XD and other high-visibility brands.

Walt Disney Imagineering (Glendale, CA)

Graphic Design Intern - Presentation Design

December 2007 - December 2008

- Responsible for the design of print and digital presentations for high-concept interactive ride proposals for the Disney Global Interactive Attractions team.