



aj hernandez

(818) 554-6055 | aj@ajhernandez.com | ajhernandez.com | [linkedin.com/in/ajh10](https://www.linkedin.com/in/ajh10)

## Experienced UX Designer, Video Producer, and Brand Strategist

Creative and business-minded **digital, marketing, and communications strategist** with eight years of leadership and hands-on experience across a wide range of mediums, platforms, and industries. Effective team leader with a proven ability to meet business objectives through creativity and critical thinking to meet brand initiatives and accomplish successful organization-wide implementations. **Skills include:**

- UI/UX Design
- iOS development/Xcode
- Branding & re-branding
- Website design & redesign
- Final Cut Pro 7/X, Apple Motion
- Responsive/Mobile Design
- HTML5/CSS3/WordPress
- Salesforce & Salesforce Communities
- Force.com & Visualforce
- Exact Target
- Project Management
- Video Technologies
- Live Broadcasting
- Facebook Live and YouTube Live
- Social Media Management
- Adobe Creative Cloud (InDesign, Photoshop, Premier, Illustrator)
- Logic Pro 9/X
- Microphone/Recording Set-up
- DSLR/Cinema Camera Operation
- Photography/Video Lighting

## Professional Experience

### THE RONALD REAGAN PRESIDENTIAL FOUNDATION (SIMI VALLEY, CA) Content Strategist

2015 — PRESENT

- Maintained annual Apple Developer Program and Apple Developer Enterprise Program licenses
- Project managed digital education initiatives including WordPress implementations and customer loyalty cycles of engagement
- UI/UX designer for the Reagan National Defense Forum event app
- Designed and coded ReaganEDU, a social education platform built on Salesforce
- Prototyped the first Reagan Foundation employee iOS app powered by the Salesforce REST API
- Directed and oversaw live broadcast operations and crew
- Restructured email communications to follow modern design paradigms through custom Exact Target templates and training
- Researched and implemented new and strategic processes and business solutions for all aspects of the Reagan Foundation's operations including the new Institute in Washington, D.C.
- Responsibilities include high-level multimedia projects, technology/media network implementations, commercials, documentaries, and mobile app/Salesforce development to increase ROI and conversion rates through enhanced UX

### THE RONALD REAGAN PRESIDENTIAL FOUNDATION (SIMI VALLEY, CA) Digital Media Designer/Video Producer

2010 — 2015

- Shot, directed, and edited more than 1,100 videos for YouTube and other social media outlets
- Grew the Reagan Foundation YouTube channel from 0 to 23k subscribers
- Provided content for the Reagan Foundation Facebook page which grew from 0 to 375k likes
- Conceived and launched four new weekly video series for social media
- Produced quarterly television commercials for museum exhibits
- Implemented broadcast technologies that saved \$120,000 over 5 years
- Directed a video crew for weekly live broadcasts
- Created annual budgets for the creative department

### THE RONALD REAGAN PRESIDENTIAL FOUNDATION (SIMI VALLEY, CA) Junior Graphic Designer

2008 — 2010

- Designed all magazine and newspaper ads
- Formatted and wrote copy for brochures and catalog layouts
- Photographed archived items and retail products (e.g. jewelry, clothing, and china) and head shots for web and print
- Provided print and digital graphic support for all museum exhibits
- Negotiated cost with printers and vendors
- Started the video production department that is responsible for video creation and broadcasting



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**AdLAB (BOSTON, MA)** 2007 — 2008  
Art Director

- Designed award-winning advertisements for the Boston Underground Film Festival
- Created digital web advertisements for Toyota Scion

**O'MELVENY & MYERS LLP (LOS ANGELES, CA)** SUMMER 2007  
Student Summer Supplemental

- Coded a firm-wide employee portal/intranet for partners
- Designed the New Hire Information Technology Training publication
- Revamped weekly IT email communication templates that heightened brand experience

**OFFICE OF THE DEAN OF STUDENTS OF ADVERTISING AT B.U (BOSTON, MA)** 2007 — 2008  
Graphic Designer

## Education

**CALIFORNIA LUTHERAN UNIVERSITY** JUNE 2014 — PRESENT  
Master of Business Administration (Marketing and Entrepreneurship)

**BOSTON UNIVERSITY** 2004 — 2008  
Bachelor of Science in Communication (Advertising)

**APPLE CERTIFIED PRO** JANUARY 10, 2012  
Final Cut Pro

## Awards

**FUSION DOC CHALLENGE** 2014  
"On the Street and Under Feet"

**BEST ART DIRECTION** 2007 & 2008  
AdLab (Boston Underground Film Festival)

## Civic Involvement

**SIMI VALLEY NEIGHBORHOOD COUNCIL DISTRICT 1** JANUARY 1, 2013 — FEBRUARY 1, 2015  
Board Member (Vice Chair)

**SIMI VALLEY CULTURAL ARTS CENTER FOUNDATION** SEPTEMBER 26, 2011 — JANUARY 1, 2015  
Board Member and Director