

# Chris Hernandez

Creative Visionary & Brand Developer

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Dynamic creative leader with 20+ years of experience leading high-impact branding, visual storytelling, and digital strategy. Proven track record in shaping design vision, mentoring teams, and driving innovative campaigns that align with business objectives. Adept at managing multidisciplinary teams, enhancing workflow efficiencies, and delivering engaging brand experiences across digital and interactive platforms

## Skills & Expertise

- **Creative Leadership:** Brand development, art direction, design strategy, cross-functional collaboration, team mentorship.
- **Digital & Interactive Design:** UX/UI, website design, interactive presentations, scalable design systems.
- **Storytelling & Branding:** Identity creation, visual storytelling, typography, motion design, iterative design processes.
- **Technology & Tools:** Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere), Webflow, Figma, HTML/CSS, Microsoft Office.

## Awards & Recognition

- **2024 Going Beyond Award** – Recognized for exceeding project expectations.
- **2024 Golden Mouse Finalist Nomination** – Interactive presentation, company-branded content, and client brochure categories.
- **2023 Golden Mouse Award** – The Arcadian website development.
- **2016 Julia Hanigsburg Make Your Mark Award** – Ryerson University's brand strategy & implementation.
- **2015 President's Blue and Gold Award of Excellence** – Faculty of Arts brand development and marketing.

## Education

- **Advertising and Graphic Design,** Diploma Humber College, Toronto, Canada
- **Photography Studies,** Toronto Metropolitan University (formerly Ryerson University), Toronto, Canada

## Leadership Philosophy

Passionate about fostering a culture of innovation and excellence, I inspire teams to push creative boundaries while maintaining a strategic focus on business objectives. With a deep appreciation for the intersection of design and commerce, I balance artistry with results-driven execution—ensuring impactful and scalable brand experiences.

## Experience

### Art Director | Design Lead

Jones Lang LaSalle, Irvine, CA | 2022–2025

- Spearheaded branding and interactive presentation design for major real estate properties, setting industry standards and winning a Golden Mouse Award for website design.
- Led creative strategy, overseeing branding, marketing collateral, websites, and interactive experiences for enterprise-level initiatives.
- Directed cross-functional teams, collaborating with field marketing, sales enablement, and offshore designers to ensure consistent visual identity and storytelling.
- Developed training programs and workshops, elevating design team skills, efficiency, and project turnaround times.
- Provided strategic oversight on high-profile pitches, from concept to client presentation.
- Standardized creative workflows, improving design processes and quality control across U.S. and Canada teams.

### Senior Graphic Design & Visual Communication Specialist

Clark Construction, Irvine, CA | 2019–2022

- Built and led the national design team, ensuring cohesive branding and messaging across nine U.S. offices.
- Designed and implemented refreshed visual identity for key business proposals, enhancing engagement and conversion rates.
- Conducted branding and design workshops, fostering a culture of continuous learning and innovation.
- Created modular design templates and a comprehensive diagram library to standardize pursuit materials.

### Graphic Designer

Wimberly, Allison, Tong & Goo (WATG), Irvine, CA | 2016–2019

- Defined branding direction for luxury hospitality brands, including Hard Rock, Nobu, Four Seasons, Disney, Hilton, and Ritz-Carlton.
- Conceptualized and executed high-end presentations, marketing campaigns, and identity systems.
- Provided creative mentorship, directed photo/video shoots, and developed brand guidelines for consistency across global markets.
- Led team-building and cultural initiatives, strengthening creative collaboration and innovation.

### Graphic Designer

Ryerson University, Toronto, Canada | 2004–2016

- Revitalized Ryerson Athletics' brand identity, designing logos, uniforms, and environmental branding for the university's sports facilities.
- Oversaw the execution of 1,800+ projects annually, from marketing materials to digital assets.
- Managed external agencies, freelancers, and in-house designers, ensuring quality and alignment with institutional objectives.
- Led strategic branding initiatives across multiple faculties, reinforcing the university's visual presence

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## Testimonials

*During a tight deadline, Chris was a great support! He assisted as an art director and also in a last minute style change, resulting in him turning around an entire task in a few hours. Chris is always open and willing to go the extra mile and support his team members.*

—**Celeste Hopcraft**, Associate Director, Property Marketing

*Chris, you are an incredible design leader that so many learn from and look up to! Thank you for all that you do to push our creative thinking to the next level each and every day.*

—**Jennifer Bachand**, Art Director

*Thank you for being such an incredible and patient partner! I know the 510 Townsend team was so impressed with the brand concepts, thorough presentation to the client and the extra effort to help them understand the color palette. Also, thank you for just being all around super at what you do!*

—**Karena Halverson**, Associate Director, Property Marketing

*Chris – huge thank you for all the amazing work you do. Your graphic design skills are incredible, and you set the bar high!*

—**Katie Hoefler**, Art Director

*In addition to always being fun to chat with, Chris is always willing to take time out of his busy days to provide helpful and thoughtful feedback. I've learned so much from him not just about the visual aspect of design, but also about presenting your strategy and ideas successfully. He's helped me bring the way I think about design to the next level.*

—**Kellsie Meddock**, Graphic Designer

*In the last year I've really gotten to connect and form a friendship with Chris! He's been super helpful and supportive to my own personal career growth. Design-wise it goes without saying that he's one of the most talented people in JLL Creative and that helps push me to create stuff that meets/exceeds his standard.*

—**Leslie Lopez**, Senior Graphic Designer

*Chris is a resource of design knowledge. He's an educator who is generous with his time, guidance, and advice. I have learned a lot from him and hope to someday mirror the confidence and passion he shows with his teammates and when speaking with our clients.*

—**Neil Lichtenberger**, Senior Graphic Designer

*Chris exceeded expectations with the Broderick Building branding, notably incorporating an octopus design. This creative touch added personality and engagement to the materials, which we successfully integrated into our event presentation.*

—**Russ Woods, Manager**, Property Marketing

*Chris went so far above and beyond on this project, I literally could not have done it without him. We were "gifted" \$100K to spend on geofencing efforts around a huge data center industry trade show called PTC. There was so much planning, back/forth, changing specs and deadlines, complexities in the deliverables, and additional requests at the eleventh hour. Chris always responded immediately, delivered on what was required, brought creative ideas to the table, and even jumped on a call to help facilitate requirements when the game of telephone wasn't working. He brought the entire vision to life and I'm so grateful I got to work with him. As a result, our \$100k geofencing program and additional \$20K investment in this event is going to take the city of Honolulu by storm for thousands of clients and prospects to see!!! The caliber of our brand presence at this global event is going to be unmatched.*

—**Caroline Baccus**, Senior Manager, Industry Marketing

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## References

### Jennifer Bachand

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### Karena Halverson

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### Rebecca Behm

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