

JUAN HERNÁNDEZ

Design Strategist - San Francisco

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Experience

Consultant

Dec 2022 – Present San Francisco, CA

- Design Strategy Solutions: Collecting Latinx community insights through qualitative ethnography and generalized research for a non-profit in Santa Ana, CA. Designing and facilitating interactive strategy and foresight sessions based on findings.
- Web Solutions: Restructuring digital tools for a Thought Leader to drive web traffic, contact base engagement, and book sales. Optimizing systems and data based on website visits and email campaign strategies. Ensuring all email, website, and social media experiences are clear and user friendly.
- Design Solutions: Elevating the impact of a series of workshops for a Leadership Coach through visual design. Collaborating closely with the client to craft visually compelling and engaging materials for multiple clients, effectively conveying their expertise and message.

Treats. | Consultant Design Strategist

Aug 2022 – Dec 2022 Los Angeles, CA

Worked as part of a team with Treats to enhance their business model, leading to significant improvements for this new burnout recovery community. This involved standardizing event and course processes, optimizing partnerships, and crafting a marketing strategy emphasizing Treats' unique offerings and positioning them as a new solution for burnout in Los Angeles.

Public Glass | Consultant Design Strategist

Jan 2022 – May 2022 San Francisco, CA

Collaborated closely with a team to conduct a comprehensive analysis of Public Glass's finances, operations, and organizational structure. Developed practical recommendations that addressed pain points while aligning with the company's strategic goals. This resulted in a marketing and sales processes assessment, leading to necessary changes to attract more corporate sales. Anticipated implementation of recommendations to guide Public Glass through post-pandemic market uncertainties.

Red Rock Interactive | Senior Designer

Mar 2018 – Nov 2022 Denver, CO | Bogotá, Colombia

Streamlined collaboration between the Colombian creative team and Denver management using project management tools so a team of 5 could work more efficiently. Ensured coordination of simultaneous creative team projects with the media department while maintaining clear client communications. Designed high-performing online advertisements, landing pages, and automations for campaigns with monthly ad spend ranging from \$1,500 to \$120,000 USD. Utilized data-driven analysis of user behavior and performance metrics to drive continuous improvement.

La Trocha Construction | Bricology Studio | In-house Designer

Mar 2015 – Mar 2018 Bogotá, Colombia

Crafted comprehensive branding solutions across digital, print, and physical mediums for 5 residential construction projects. Collaborated with architects, management and workers in diverse activities such as designing showrooms and sales materials. Elevated 2 restaurants, 2 boutique hotels, and 1 commercial building through the creation of unique, captivating brand identities.

Education

California College of the Arts

Master's of Business in Design Strategy
Aug 2021 – May 2023 San Francisco, CA

Universidad de los Andes

Bachelor's of Design
Product and Communication Concentration
Jan 2010 – July 2014 Bogotá, Colombia

Skills

Client Communication	Prototyping
Branding	Roadmapping
Business Planning	User Research
Design Strategy	Web Design
Interview Moderation	Value Prop. Design
Project Management	Visual Design

Tools

Active Campaign	Instapage
Adobe Creative Suite	Miro
Asana	Slack
Google Analytics	Unbounce
Google Workspace	Wordpress
Hubspot	Zapier

Languages

Native Spanish
Fluent English

Interests

Reef-keeping
Marine biology & nature
Bonsai, plants & terrariums
Motorcycles & mechanics