


# JUAN HERNÁNDEZ

Design Strategist - San Francisco

 [linkedin.com/in/hernandezardila](https://www.linkedin.com/in/hernandezardila)

 [hernandez-ardila.com](https://hernandez-ardila.com)

 [hernandezardila@hotmail.com](mailto:hernandezardila@hotmail.com)

 (415) 283 6658

## Experience

### Consultant

Dec 2022 – Present San Francisco, CA

- Design Strategy: Faced the challenge of understanding Latinx community needs for a non-profit in Santa Ana, CA. Led qualitative ethnographic research and generalized studies, then designed and facilitated strategy and foresight sessions. This resulted in actionable insights that shaped the organization's outreach and service initiatives.
- Web: Identified inefficiencies in digital engagement for a Thought Leader, impacting web traffic and book sales. Restructured website architecture, optimized email campaigns, and refined digital touchpoints.
- Design: Enhanced the effectiveness of leadership workshops through compelling visuals. Partnered with a Leadership Coach to develop engaging materials tailored for multiple clients.

### Treats. | Consultant Design Strategist

Aug 2022 – Dec 2022 Los Angeles, CA

Tackled the problem of positioning Treats as a standout burnout recovery community in a crowded wellness market. Standardized event and course processes, optimized partnerships, and crafted a targeted marketing strategy. Successfully elevated Treats' visibility and strengthened their value proposition in Los Angeles.

### Public Glass | Consultant Design Strategist

Jan 2022 – May 2022 San Francisco, CA

Public Glass struggled with financial and operational inefficiencies, limiting corporate sales growth. Conducted an in-depth analysis of finances, operations, and organizational structure, delivering strategic recommendations. Resulted in a refined marketing and sales strategy, positioning the company for increased corporate partnerships and post-pandemic stability.

### Red Rock Interactive | Senior Designer

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

- The Colombian creative team faced communication gaps with Denver-based management, slowing project execution. Implemented project management tools to streamline workflow, aligning a five-person team with U.S. operations. Improved efficiency and collaboration across departments.
- Designed and managed the development of high-performing ads, landing pages, eCommerce, and automation workflows for campaigns with budgets from \$1,500 to \$120,000 per month. Improved efficiency and performance through continuous iteration based on data.

### La Trocha Construction | Bricology Studio | In-house Designer

Mar 2015 – Mar 2018 Bogotá, Colombia

Branding efforts for residential and commercial projects lacked cohesion and impact. Developed branding solutions across digital, print, and physical media for five residential projects, collaborating with architects and management. Designed unique, memorable brand identities for two restaurants, two boutique hotels, and one commercial building. Elevated brand recognition and market positioning through strategic design.

## 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

Adobe Creative Suite	Slack
Asana	Typeform
Google Analytics	Unbounce
Google Workspace	Webflow
Miro / Mural	Wordpress
Notion	

## Languages

Native Spanish  
Fluent English

## Interests

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