



ELENA C. HERNANDEZ

Illustrator /
Graphic Designer

NICE TO MEET YOU

Hello! I'm Elena, an illustrator and graphic designer based in Richmond, VA. As a content creator, I'm passionate about creating quality designs that tell a story.

CONTACT ME

Mobile: 540-986-5137

Email: elena.c.hernandez11@gmail.com

Portfolio: <https://www.elena-hernandez-designs.com>

Address: 1417 E Cary St,
Richmond, VA 23219

SKILLS

Brand Identity / Logo Design

Proficient in Adobe Creative Suite: Illustrator
Photoshop InDesign After Effects

Digital and Print Design

Typography and Digital Illustration

Social Media - Content Creation

Design Thinking and Agile Methods

Advanced Photography: DSLR / Lighting Studio

Basic HTML

EDUCATION

Elon University | Elon, NC

BA in Communication Design, Feb 2016 - May 2019
Minors: Digital Art and Photography

- Cum Laude
- Phi Eta Sigma Honor Society / Lambda Pi Eta Communications Honor Society
- Dean's List / President's List

WORK HISTORY

Business Management Daily | Richmond, VA

Digital Designer, February 2020 to present

- Designed emails, landing pages, and other creative content to amplify BMD's branding and creative direction.
- I also managed BMD's social media and produced weekly creative content.

Pintsized Artist | Richmond, VA

Freelance illustrator, October 2019 to present

- Fueled by my passion for illustrating, I create children's book illustrations, digital designs, merchandise artwork, t-shirt designs, branding assets, and more.

Sarah Olivia Marketing, LLC | Richmond, VA

Digital Marketing Assistant, Aug 2019 - Oct 2019

- Assisted CEO and Founder, Sarah Hipwell with daily tasks in the office, engaged and managed her client's social media accounts.
- Collaborated with Sarah and her team on content creation for client projects.

Elon Campus Recreation and Wellness (Elon Recwell)

Graphic Designer, Oct 2016 to May 2019

- Designed flyers, logos and marketing materials for Campus Recreation and Elon Outdoors.
- Named Team Member of the Quarter for Marketing for Fall 2017 and again in Spring 2019.

The Pendulum | Elon, NC

Graphic Designer and Illustrator, 2015 to 2016

- Illustrated designs and info graphics for the Lifestyle and Editorial sections.
- Received NCCMA certificate for "Perfecting the art of makeup"