


JUAN HERNÁNDEZ

Design Strategist - San Francisco

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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 - Project Manager

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
Branding
Business Planning
Design Strategy
Interview Moderation
Project Management

Prototyping
Roadmapping
User Research
Web Design
Value Prop. Design
Visual Design

Tools

Adobe Creative Suite
Asana
Google Analytics
Google Workspace
Miro / Mural
Notion

Slack
Typeform
Unbounce
Webflow
Wordpress

Languages

Native Spanish
Fluent English

Interests

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