

# Sam Hernandez

uiux.la

626.272.76.34

isampro@me.com

I am a Visual and Interaction Designer at heart with over 15 years of experience. I love all aspects of design along with challenges. Design is my lifestyle. Let's make a dent in the universe.

## Experience

Interaction Designer    The Walt Disney Company    Burbank, CA    2015-Present

I work closely with the UX architect applying the UX Design Principles along with creating Interaction deliverables including rapid prototyping, site maps, concept diagrams, user personas, user scenarios, wire-frames, flows, site inventory, template guidelines and annotated comps. I create UI Kits, icons, modern interfaces and interactions for web and mobile applications. I conceptualize ideas via sketches, motion graphics, rough digital layouts and what ever it takes to get the idea out. I collaborate with the team on a daily basis in an agile environment

Sr. Designer/Lead UI/UX    Warner Bros. Entertainment    Burbank, CA    2008-2015

I work closely with the creative director on various projects, along with leading and mentoring a team of designers. I generate new concepts that are implemented for current company goals/user goals, this applies to apps, responsive entertainment sites, motion graphics, marketing and usability projects. UI/UX expertise in evolving technologies, such as mobile apps for iOS and Android along with human behavior and interfaces. I create high-fidelity prototypes, wireframes, user flows, sketches, motion graphics, UI kits, and manage projects on a daily basis with the collaboration of the creative director and project managers.

UI/UX Designer & Entrepreneur    IDSGNS    Los Angeles, CA    2000-Present

Work with various clients developing websites, UX Design, UI design, logos, SEO and motion graphics. Create visual concepts from start to finish to meet user and client goals, this includes prototypes, user flows, wireframes, responsive design, research, layouts and animation.

Sr. Visual Designer    InterAvid Enterprises    Los Angeles, CA    2007-2008

Developed motion graphics for various marketing material.  
Conceptualized logos, DVD motion graphics, Blu-Ray Interfaces and print material.  
Web design, traffic growth, Marketing and UI for various projects.

Visual Designer    Copper Digital    Hollywood, CA    2005-2007

Developed various motion concepts for DVD menus, promos, and marketing material.  
Created interfaces for television media. Developed motion graphics ideas from ground up using After Effects and Final Cut Pro. Worked closely with Director on visual design projects that include, interactive games, concepts, filmography and sound design.

## Education

UX Design Bootcamp    March, 2015    General Assembly    Santa Monica, CA  
UX Certificate    Anticipated Completion    July, 2015    The Team W    Edgar, WI  
Bachelor of Science Program - Media Arts & Design    Oct, 2000-2004    Mt. Sierra College    Monrovia, CA  
ICF Film Program - Film Studies    Aug 24, 2000    University of Southern California    Los Angeles, CA

## Software Expertise

Adobe CC (Photoshop, Illustrator, Dreamweaver, After Effects, InDesign, Flash) Wordpress, HTML, UserZoom, CSS, Sketch, Justinmind, Final Cut, Omnigraffle, Coda, Axure, Android, iOS & Apple Watch Human Interface