

Graphic Designer/ Art Director

**PERSONAL DETAILS**

Name: David Hernández Méndez  
Address: Kopoma 328  
Pedregal de San Nicolas  
14100  
México D.F.  
Phone: +52 (55) 15570379  
Email Address: hernandez.david@live.com  
Website: www.davidhernandez.com.mx



**EDUCATION**

Higher Education:  
Completion date: June 2008.  
Central Saint Martins College of Art and Design, University of the Arts London.  
MA Communication Design  
Graphic Design

Start date: October 1995 - Completion date: December 1999.  
Universidad Iberoamericana, Mexico city.  
BA Graphic Design/ Licenciatura en Diseño Gráfico (Graphic Design) Graduated with the thesis:  
The Graphic Designer as an Art Director in an Advertising Agency in Mexico.

**WORK EXPERIENCE**

May 2008 to January 2009.  
FS Magazine, London  
Art Director  
Art direction, editorial design, illustrations for Fs Magazine. The best of Student Journalism.

Summer 2008.  
Zanna, fashion photographer.  
Digital studio assistant. The Ragged School London.  
Resize of digital pictures. Layout, graphic manipulation of logos, animation and typeface design.

June 2007 to January 2009.  
INQ Magazine, London  
Art Director  
Art direction, editorial design and illustrations for Inq Magazine.

January 2006 to April 2006  
Zoltar The Magnificent, London  
Graphic Designer Assistant, Placement  
Worked as an Assistant designing the booklet for the fashion collection among other materials such as banners, selling sheets.

2000 to 2002 - Foote, Cone & Belding, FCB México

Art Director

Worked as an Art Director designing ads for different clients such as Mexican bank Banorte, General Motors Distributors, New Zealand Milk, Domino's Pizza, American Airlines among others.

2002 - 2003 - Diseño comunicación y mercadotecnia DC+M

Graphic Designer

Worked as a lead Graphic Designer designing brand identity, stickers, postcards, labels.

September 2003 to May 2004 - Universidad Marista, México

Drawing Professor

Teaching the Drawing subject for the first year students of the Graphic Design career.

Summer 1997 - Asociación Gráfica, México.

Design traineeship

Design of POP structured with cardboard, from sketch to finished product.

## SKILLS

Spanish Native speaker

English Fluent

Software InDesign CS4, Illustrator CS4, Photoshop CS4, Dreamweaver CS4, QuarkXPress 7, XHTML, CSS, basics in Flash CS4, AfterEffects CS3, Maya 8.

## OTHER COURSES

Start date: 11 2006 - Completion date: 04 2007

CIW (Certified Internet Webmasters) Master Designer

The LVMT Business School, London UK

Craft Bookbinding

Level 3 Award. London College of Communication. University of the Arts London. 2005.

Typographic Composition Workshop

André Gürtler (Switzerland), 18-23 November 2002 Universidad Iberoamericana México City.

Poster Design Workshop

Günter Schmidt (Germany), 12-16 September 1994, Trama Visual, México City.

Introduction to Film Animation Course

Dominique Jonard (Canada), Colegio de San Idelfonso UNAM, México 1993.