

DAVID HERNANDEZ MENDEZ

Information Designer & Data Visualization Specialist

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Mexico City, Mexico (Open to Remote Roles & International Relocation)

PROFESSIONAL SUMMARY

Senior Information Designer, Data Visualization Specialist, and Educator with over 15 years of experience turning complex datasets into clear, interactive, and impactful visual narratives. Combines an MA from Central Saint Martins (London) with ongoing PhD research in open-source spatial cartography. Proven expertise bridging traditional art direction with modern tech stacks, including GIS tools (QGIS), web front-end development, data software (Tableau), and AI prototyping workflows. Demonstrated track record collaborating with NGOs, newsrooms, political consultancies, and higher education institutions worldwide.

CORE TECHNICAL SKILLS

- **Data Visualization & GIS:** QGIS, Spatial Analysis, Open-Source Cartography, Tableau, Data Journalism.
- **Design & Prototyping:** Figma, Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Generative AI Tools (Antigravity, Figma Make, Stable Diffusion).
- **Web Development & Code:** HTML5, CSS3, JavaScript libraries, VS Code, GitHub, Antigravity.
- **Methodologies & Strategies:** UX/UI Architecture, Editorial Direction, Agile/Scrum Fundamentals.

WORK EXPERIENCE

Independent Information & Graphic Designer | Remote / Freelance

March 2010 – Present

- Design editorial graphics, high-impact infographics, and data visualizations for non-governmental organizations (NGOs) and international clients.
- Develop custom visual narratives and reporting tools that translate complex social and civic data into clear user experiences.

Visual & Graphic Journalist | Milenio DataLab (Grupo Milenio)

May 2015 – February 2016

- Executed data visualization, interface design, interactive graphics, and video storyboards within an award-winning data journalism team.
- Collaborated with journalists and data analysts to produce investigative multimedia reports.

Information Designer & UI Lead | Digital State

March 2017 – November 2017

- Designed data-driven interfaces, thematic visual structures, and analytical graphics for a political marketing consultancy.

Art Director & Lead Designer | Various Agencies & Publications (UK & Mexico)

2000 – 2010

- **FS / Flisolo Magazine & INQ Magazine (London, 2007–2009):** Led editorial design, art direction, and custom illustrations for UK publications.
- **Foote, Cone & Belding (FCB Mexico, 2000–2002):** Directed advertising design for major commercial clients including Banorte, General Motors, American Airlines, and Mercedes-Benz.

ACADEMIC EXPERIENCE & PEDAGOGY

Adjunct Professor & Guest Lecturer | Multiple Universities

2003 – Present

- **UNAM (Facultad de Artes y Diseño):** Professor of Typography (Feb 2023 – Present).
- **Universidad Anáhuac del Norte:** Instructor for Information Design, Data Visualization, Interface Design, Typography, and Web Design (2012–2024, 2026).
- **Other Academic Appointments:** Taught User Experience, Information Design, Digital Media, and Poster Design across leading design faculties, including UAM (Azcapotzalco & Cuajimalpa), CENTRO, Universidad Iberoamericana, and Universidad Marista.

EDUCATION

- **Ph.D. Candidate in Design & Information Visualization** | Universidad Autónoma Metropolitana (UAM), Mexico (2020 – 2026)
 - *Research focus:* Open-source spatial data visualization and electoral cartography.

- **M.A. in Communication Design** | Central Saint Martins College of Art and Design, London, UK (*Graduated 2008*)
 - *Specialization:* Information Design under Andrew Haslam.
- **B.A. in Graphic Design** | Universidad Iberoamericana, Mexico City (*Graduated 2003*)

SELECTED CONFERENCES & PRESENTATIONS

- **Computation + Journalism Symposium (2025):** Presented paper "*Beyond the Choropleth: Designing an Open-Source Hexagonal Cartogram for Fairer Election Coverage in Mexico*", University of Miami, FL.
- **MUTVI International Colloquium on Visualization (2024):** Delivered conference paper "*Portraits of the Past: Cultural Representations in the Age of Artificial Intelligence*", UAM Azcapotzalco.
- **17th International Conference on Design Principles & Practices (2023):** Presented "*Design of a Thematic Map for a Visual Representation of Electoral Data in Mexico*", Polytechnic Institute of Lisbon, Portugal.

HONORS & AWARDS

- **Faces of Discrimination Award ("Gilberto Rincón Gallardo") (2016):** Winning team in Multimedia for the investigative report "*Tamaulipas: Las Carreteras de la Muerte*".
- **Global Urban Data Fest (2015):** Regional Winner, Global Finalist (2nd Place worldwide in Data category).
- **Startup Bus North America (2016, 2017):** Finalist representing Mexico (Boulder, CO & New Orleans, LA).
- **Jury Member & Tutor (2013, 2014):** Appointed by FONCA / Conaculta for the "Edmundo Valadés" award in digital independent publishing.

CERTIFICATIONS & RECENT SKILLS

- **Product Design, Prototyping, and Testing** – University System of Maryland (2022)
- **SCRUM Fundamentals Certified** – SCRUMstudy (2022)
- **Digital Transformation Strategy** – Tecnológico de Monterrey (2021)
- **GIS & Geospatial Analysis in QGIS** – Universidad Iberoamericana / CentroGeo (2020)
- **Front-End Development Bootcamps** – DevF (HTML, CSS, JS, Python)