

Roberto Hernández

Graphic Designer

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About Me

I'm a passionate graphic designer with a strong background in branding, visual communication, and user experience. I specialize in crafting unique brand identities that are creative, strategic, and tailored to client goals. I thrive in collaborative environments and enjoy turning ideas into effective visual solutions.

Skills

Design Software:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Figma

Digital & UX/UI:

Web Design, Mobile Design, User Interface, User Experience

Creative Skills:

Branding, Illustration, Photography, Layout, Print Collateral

Other:

Team Management, Planning, Photo Editing

Languages

- Spanish – Native
- English – Professional proficiency (oral & written)
- Portuguese – Basic
- French – Basic

Experience

- WIEGO – Graphic Design Consultant (2016–2025)
 - Design and produce multimedia content aligned with WIEGO's global branding.
 - Manage website assets and support digital engagement campaigns.
 - Tools: Adobe Suite, CMS platforms such as Drupal and WordPress
- Flor de Caña (Licorera de Nicaragua) – Graphic Designer, Global Marketing (2016–2018)
 - Created visual concepts for global marketing campaigns including digital, print, packaging, and social media.
 - Collaborated with the CMO to ensure brand consistency across international markets.
- INMOBIA – Graphic Designer (2011–2016)
 - Directed creative work including print, web, mobile, UX/UI, and advertising projects.
 - Collaborated with marketing leadership for brand development.
- INMOBIA – Designer (2009–2010)
 - Supported senior designers in executing design projects for mobile and web products.
- INMOBIA – Content Manager (2007–2009)
 - Edited, proofread, and managed web content, ensuring alignment with technical standards.
- DICEGSA – Commercial Department Assistant (2004–2007)
 - Provided support to customer service, production, and administrative teams.

Education

- Graphic Design – Universidad Politécnica de Nicaragua (2005 – 2009)
- High School – Instituto Nacional Autónomo Salomón de la Selva (1999 – 2003)
- Plastic Arts – Instituto Nicaragüense de la Cultura (2009)
- Graphic Design Tools – ILCOMP (2008)