



## Rafael Hernandez

Digital Design Consultant

**CONTACT** Phone 714.729.3082  
Email RafaelH@RafaelH.us  
Website RafaelH.us

**SKILLS** HTML, CSS, JS, jQuery, PHP, SQL, Node.js, Image Manipulation, Graphics, UX/IX, Wireframes, Digital Marketing, SEO, SMM, Creative Cloud, GApps Script, Video Editing

- [in](https://www.linkedin.com/in/rafaelhernandezpadilla) linkedin.com/in/rafaelhernandezpadilla
- [github.com/RafaelH-us](https://github.com/RafaelH-us)
- [freecodecamp.org/rafaelh-us](https://freecodecamp.org/rafaelh-us)
- [twitter.com/RafaelH\\_us](https://twitter.com/RafaelH_us)
- [teamtreehouse.com/rafaelh](https://teamtreehouse.com/rafaelh)
- [repl.it/@RafaelH\\_us](https://repl.it/@RafaelH_us)
- [jsfiddle.net/user/Rafawashere/](https://jsfiddle.net/user/Rafawashere/)
- [stackoverflow.com/users/3692975/rafael-hernandez](https://stackoverflow.com/users/3692975/rafael-hernandez)

**EDUCATION** **THE ART INSTITUTE OF CALIFORNIA ORANGE COUNTY**  
2011 - 2015 | SANTA ANA, CA  
Web and Interactive Media  
(Not a graduate)

**FULLERTON COLLEGE**  
2008 - 2011 | FULLERTON, CA  
General Education - Transferred

**VALENCIA HIGH SCHOOL**  
2004 - 2008 | PLACENTIA, CA  
Graduated with High School Diploma

**EXPERIENCE** **INNOVA GLOBAL TECHNOLOGIES INC.**  
**Digital Design Consultant**  
NOV 2011 - PRESENT | IRVINE, CA

Worked closely with the Digital Marketing team assisted with website design, wireframes, compositions, UX/IX, and development, graphic design, and video editing, to create engaging content and generate conversion for business, CrowdFunding, and eCommerce websites.

Divisions:  
- SeoWebPower  
- Innova Accelerator  
- CrowdFunding Planning

**KOHL'S DEPARTMENT STORES | Associate**  
SEPT 2011 - NOV 2011 | FULLERTON, CA

Hired on as a point of sales cashier and customer service associate. Organized and managed inventory for sales floor.

**WALT DISNEY COMPANY | Cast Member**  
NOV 2008 - APR 2011 | ANAHEIM, CA

Worked in Outdoor vending and ventures as a customer service and sales. Trained in food prep, stocking inventory, training new employees.

**TRAINING** **TEAM TREE HOUSE**  
SINCE 2017

**FREE CODE CAMP**  
SINCE 2016

**LYNDA**  
SINCE 2013

**ASSOC** **ORANGE COUNTY CODE AND COFFEE WEB CLUB**  
PRESIDENT  
[meetup.com/Free-Code-Camp-Orange-County-CA](https://meetup.com/Free-Code-Camp-Orange-County-CA)

**PROJECTS** **NATURAL HONEY FARMS | [naturalhoneyfarms.com](http://naturalhoneyfarms.com)**

APR 2017 - PRESENT

Consulted this start up with marketing, business development, web development, graphic design, video production, growth hacking, and digital marketing.

**ON-DEMAND STORAGE SOLUTIONS | [ondemandstorage.solutions](http://ondemandstorage.solutions)**

OCT 2017 - DEC 2017

GOAL: Generate a series of landing pages to growth hack and digital market the Zippbox brand.

OUTCOME: We were able to get them to the first page of Google Search in one month for NYC.

**UNIFIED PRODUCTS AND SERVICES | [monetizeguestwifi.com](http://monetizeguestwifi.com)**

MAR 2017 - JUL 2017

Consulted this start up with web design, graphic design, growth hacking, and digital marketing.

**FITENZA | [fitenza.com](http://fitenza.com)**

NOV 2017 - PRESENT

Updated a Wordpress template, client wanted an Artificial Intelligence look and feel. Create custom forms in Contact Forms 7.

**Juice Roll-Upz | [juicerolupz.co](http://juicerolupz.co)**

MAR 2017 - JUN 2017

Design a site with Shopify Javascript Buy SDK, design banners, and deployment of G Suite.

**Meshkin Medical Hair Transplantation Clinic | [meshkinmedical.com](http://meshkinmedical.com)**

NOV 2015 - PRESENT

GOAL: Develop branding, create site mockups, interface with the client, create a finely detailed site with call to actions and best practices.

OUTCOME: Established branding, developed detailed site, used business intelligence and call to actions to create user experiences and convert visitors to potential clients. Won marketing based on the deliverance of the site. Social media marketing, search engine optimization, growth hacking, and Digital Marketing to get client to the first pages of Google for most competitive cities.

**Bravo Gente | [bravogente.com](http://bravogente.com) - [prenataluniversity.org](http://prenataluniversity.org) - [mypreborn.com](http://mypreborn.com)**

MARCH 2015 - PRESENT

GOAL: Create a series of sites for the Bravo Gente publishing LLC. Establish branding, generate visually stimulating image manipulations. Deploy G Suite for each organization.

OUTCOME: Create four unique sites (one not launched) with specific look and feel for each brand, one with eCommerce, and a learning portal (PHP No-framework). Banners, ads, social media covers, video editing, video production, audio cleaning, motion graphics, hands-on consulting, and slide presentation graphic creations.