

TOBY HERNANDEZ

UI/UX Designer | Portfolio

Email: toby@tobyhernandez.com | Mobile: 626-643-2777

EXPERIENCE

2010 - 2017: Web Designer/Developer (6+ years) Beachbody

- Based on user research and analytics, created wireframes, user flows and rapid prototypes for landing pages and emails.
- Designed landing pages, logos, social postcards and other Team Beachbody Coach related assets for the web.
- Designed, developed and deployed all TBB Coach related emails and updated the official monthly WordPress blog (tbbcoach411.com).
- Transitioned all TBB Coach websites and emails to be responsive.

2010: Web Designer/Developer (6 months) CPO Commerce

- Created weekly e-mail blasts for Power Tools and other related products, and also designed and developed various landing pages.

2006 - 2010: Web Designer/Developer (Freelance) Rusnak Auto Group

- Responsible for design and development of two different monthly and quarterly e-Newsletters for all 17 different Rusnak Auto locations all across Southern California.

2009: Web Designer/Developer (6 months) Guitar Center

- Maintained the GuitarCenter.com website, which included the Weekly Specials section as well as other various promotions and landing pages.

2008 - 2009: Web Designer (9 months) LA Times

- Created various Flash banner ads, adverts and landing pages on LATimes.com website.

2007 - 2008: Web Developer (9 months) Kaiser Permanente

- Developed standards-compliant, cross browser compatible landing pages and microsites for the kp.org website, ensuring accessibility for all, which is vital in the health care field.

2006 - 2007: Lead Designer (2 years) Davis Merchandising

- Lead Designer for merchandising company specializing in the Sci-Fi/Fantasy genre.
- Maintained and developed merchandising and movie websites.
- Created print materials for DVD packaging, banners and other promotional items.

ADDITIONAL INFORMATION:

Ignition Day Award Winner: Won 1st Place in Beachbody's 1st Annual Ignition Day Hackathon for Team Beachbody Fitness Center concept.

EDUCATION:

(2014) User Experience Design, General Assembly, Los Angeles, CA

(1999 - 2001) Various design & web development courses, UCLA Extension, Los Angeles, CA

(1994 - 1995) Graphic Design, Platt College, Los Angeles, CA