
Toby Hernandez

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SUMMARY

- Over 15 years experience in web design, web development, visual design, marketing, analytics, and graphic design.
- Helped clients such as Beachbody, Guitar Center, LA Times, Kaiser Permanente, and Rusnak Auto Group create highly successful online campaigns, including websites, apps, landing pages, social media, and email campaigns.
- As a UI/UX professional that never stops learning, recently completed both the IDEO U Course [Leading for Creativity](#) and the [Advanced Google Analytics](#) Certification.
- Specialties: UI Design, UX Design, Visual Design, Front-End Web Development (HTML5, CSS3, JavaScript), email marketing, social media marketing, and graphic design.

SKILLS

- Adobe CC (Photoshop, Illustrator, Dreamweaver, InDesign, Adobe XD)
- Sketch
- OmniGraffle
- InVision
- Axure
- Google Analytics
- WordPress
- Bootstrap
- ExactTarget Marketing Cloud
- Microsoft Office
- Front End Skills: HTML5, CSS3, basic JavaScript, XML

EXPERIENCE

Beachbody, Santa Monica, CA - *Web Designer/Front-End Developer*

OCT 2010 - MARCH 2017

- Based on user research and analytics, created wireframes, user flows and rapid prototypes for high traffic Coach Network websites, landing pages and emails.
- Working closely with the Network Marketing team, conceptualized and designed landing pages, logos, banner ads, infographics, and social assets for numerous successful online campaigns.
- Conceptualized, designed, developed, and deployed successful email campaigns and product launches (average open rate 25%) using ExactTarget Marketing Cloud.

- Working closely with Marketing and Regional Sales, designed, developed, and deployed highly successful email campaigns for the Team Beachbody launch in Canada, resulting in over 10K new Coaches added.
- Using market research and analysis with Google Analytics, designed, developed, and maintained the monthly WordPress blog (average page view 4107).
- Applying UX standards and best practices, transitioned all TBB Coach websites, landing pages, and emails to be fully responsive for optimal viewing on any device.

CPO Commerce, Pasadena, CA - *Web Designer*

JAN 2010 - JULY 2010

- Working with the Product Manager, designed and developed weekly e-mail blasts for Power Tools and other related products sold on the CPO Outlets website.
- Designed and developed various landing pages using Adobe Creative Suite.

Rusnak Auto Group, Pasadena, CA - *Freelance Web Designer*

MAY 2006 - JULY 2010

- Working closely with the Vice President of Public Relations, conceptualized, designed and developed monthly and quarterly e-Newsletters for all 17 different Rusnak Auto locations across Southern California using Adobe Creative Suite.

Guitar Center, Westlake Village, CA - *Web Designer/Developer*

JULY 2009 - DEC 2009

- Working closely with the marketing team, maintained the GuitarCenter.com website.
- Duties included updating the Weekly Specials section as well as other various online promotions, regional events, and landing pages using Adobe Creative Suite.

LA Times, Los Angeles, CA - *Web Designer*

FEB 2008 - JUNE 2009

- Working closely with the Ad Ops and Creative Services team, created various Flash banner ads, adverts and landing pages on the LATimes.com website using Adobe Creative Suite.

Kaiser Permanente, Pasadena, CA - *Web Developer*

JUNE 2007 - JAN 2008

- Working closely with the Senior Manager of Web Interface Development, developed standards-compliant, cross browser compatible landing pages and microsites for the kp.org website, ensuring accessibility for all, which is a requirement in the healthcare field.

EDUCATION

General Assembly, Los Angeles, CA - *User Experience Design*

SEPT 2014 - DEC 2014

- 90-Day course on User Experience Design skills and methods used to create a compelling user experience.

UCLA Extension, Los Angeles, CA - *Various Design and Web Development Courses*

1999 - 2001

- Courses included Front-End Web Development, Web Design and Adobe Flash.

Platt College, Los Angeles, CA - *Graphic Design*

1994 - 1995

- Practical foundation skills in design, color theory, typography, print production and basic drawing.

AWARDS

Ignition Day Award Winner, Santa Monica, CA

SEPT 2015

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