

Roberto Hernández
Graphic designer

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*I'm a graphic designer with large experience
in corporate identity and editorial design, and I love it...*

Professional experience

2010 /// **GREENGRAFFITI** /// **Amsterdam, The Netherlands**
Freelance services. www.greengraffiti.com

2009 /// **Ediciones Trashumantes** /// **Valencia, Spain**
Freelance services. www.edicionestrashumantes.com

2007/08 /// **DCACOM | Estudio gráfico | (Graphic Studio)** /// **Valencia, Spain**
I worked in this company where I made arts end, corporate identity and layout.

2004/07 /// **Valladares Design and Communication** /// **Tenerife (Canary Island) Spain**
I made arts end graphic design and advertising, I participated in:

- Communication campaigns for different performances from Tenerife Auditorium (brochures, posters, advertisements, etc.)
- Communication Campaigns "Plan de Canarias", for the Cabildo of Santa Cruz de Tenerife.
- Communication Campaigns "Dialogues with Africa" and "Dialogues with America", for the Canary Islands Government.
- Manuals for the corporate identity of the Government of the Canary Islands, Tenerife Amable, Promotur and Campus Comillas.
- Books creation like "Twenty-two Music Festival Canary", "Siglo21 Surrealism", as well as various touris guides for some Tenerife villages like "Los Silos" and "Tegueste" (Senders Guide).

1997/03 /// **Printing Isis, S.L.** /// **Tenerife (Canary Island) Spain**
I worked three months each year during summertime at the end of my studies, performing various tasks as paper manipulation, prepress and printing.

Education

Course Aptitude Pedagogical. Institute of Education Sciences. Complutense University of Madrid (2004).

Degree of Fine Arts (Bachelor of Fine Arts and Master of Graphic Design). University of La Laguna (1999-04).

Title "Degree of Arts". School of Applied Arts and Crafts "Fernando Estevez". Santa Cruz de Tenerife (1997-99).

Other experience

Course Dreamweaver MX. Canary Islands Computer Science Institute.

"The mark of a tourist destination." Seminar on brand management and analysis of the mark's situation of the Tenerife tourism sector.

Software skills

Knowledge Systems prepress, printing, manipulated, management of PC and Mac platforms and softwares:

FreeHand
PhotoShop
Illustrator
InDesing
QuarckXPress
Dreamweaver
Flash

Languages

Spanish (my native language)
English (medium level)
German (less is more)

Hobbies

I love living abroad, get to know new places, meet diferent cultures, way of thinking and life. I love art. For me, art is a way of live, is seeing things through different eyes. Art is painting, art is music, art is literature, art is dreaming.

Other details of interest

Flickr. www.flickr.com/photos/serieb/

SERIEBE (multidisciplinary project) www.seriebe.com

Winner of the contest "Design our logotype" of the AURI (University of International Relations Association). University of La Laguna (2006).

Expo 7x3. Collective exhibition of young artists from Tenerife. Canary Island. Spain (2005)

Member of the Valencia Association Designers. www.adcv.com (2008)

Boyfriend of Marta Benito Reyes, from march of 2009.