



**MÓNICA HERNÁNDEZ**  
design

## EXPERIENCE

### ART DIRECTOR

*Applied Research Center  
1999 to August 2007*

#### ColorLines Magazine

Responsible for art direction, design, and production of *ColorLines* magazine, and all other printed materials, including reports and books. Assign illustration and direct photo shoots, research photos, review page proofs, coordinate printing and prepress. Juggle multiple production schedules and deadlines and coordinate proofreaders and copyeditors.

Accomplishments: Oversaw redesign of magazine and packaging of departments, established a design style guide, created annual editorial, design, production and marketing schedule.

### INTERNSHIP

*June to August 2006*

#### Lockman Design

Design and production assistance on brochures and invitations. Photographed principal's portfolio for website.

### PHOTO EDITOR

*A book by Jeff Chang  
2004 to 2005*

#### Can't Stop Won't Stop

Consultation, research, and purchase of photos for an award-winning mass-market trade book on the history of the hip-hop generation published by St. Martin's Press.

## HONORS

### AWARD

#### Adobe Design Achievement Awards, 2007

Honorable mention for interactive and web design: [www.myfavoritethings.org](http://www.myfavoritethings.org)

### INTERNSHIP

*Sputnik  
Fall 2006*

#### California College of the Arts (CCA)

Nominated by professors and invited to join the school's student design team, Sputnik. Codedesigned the college magazine, *Glance* and other print collateral.

### EXHIBIT

*July 2006 and  
January 2007*

#### Oaxifornia

Poster included in a student exhibit at Biblioteca Andres Henestrosa, Oaxaca, Mexico and CCA San Francisco, California

## EDUCATION

#### California College of the Arts

Bachelor of Fine Arts, Graphic Design  
Graduated with high distinction

*Studied under Doug Akagi, Eric Heiman and Michael Vanderbyl*

#### The Evergreen State College

Bachelor of Arts, Sociology

#### Instituto Nacional de Bellas Artes

San Miguel de Allende, Guanajuato, Mexico  
Photography Composition Techniques

Printmaking Techniques: Monoprint and Mixography

## TECHNICAL SKILLS

Adobe Creative Suite, Quark, Dreamweaver, HTML, Final Cut Pro, After Effects, Microsoft Office and FileMaker  
Photography, printmaking and bookmaking techniques

## 3 RANDOM INTERESTS

Cooking competitions  
Films with time travel or food themes  
Playing Scrabble on a lazy Sunday afternoon