



TOBY HERNANDEZ

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OBJECTIVE

Seeking a full time position as a web designer/developer that will utilize my diverse skill set and experience to design, develop and maintain beautiful, functional, standards-compliant websites, including using Wordpress and Joomla. I am currently a freelance web designer for various clients.

EXPERIENCE

WEB DESIGNER, CPO COMMERCE, PASADENA, CA – 2010

As freelance Web Designer for CPO Commerce, I was responsible for creating weekly e-mail blasts for various Power Tools and related products, as well as various landing pages.

WEB DESIGNER, RUSNAK AUTO GROUP, PASADENA, CA – 2006-PRESENT

As freelance Web Designer for the Rusnak Auto Group, I am responsible for creating and updating two different monthly and quarterly e-Newsletters for all Rusnak locations.

WEB DESIGNER, GUITAR CENTER, WESTLAKE VILLAGE, CA – 2009

As Web Designer for Guitar Center, I was responsible for updating the GuitarCenter.com website, which included the Weekly Specials section as well as other various updates.

WEB DESIGNER, LOS ANGELES TIMES, LOS ANGELES, CA – 2008-2009

As Web Designer for the Los Angeles Times web presence, I was responsible for creating various Flash banner ads, admails and landing pages throughout the LATimes.com website.

WEB DEVELOPER, KAISER PERMANENTE, PASADENA, CA – 2007-2008

As Web Developer for health care provider Kaiser Permanente, I developed standards-compliant, cross browser compatible landing pages and microsites for the kp.org website, ensuring accessibility.

LEAD DESIGNER, DAVIS MERCHANDISING – 2006-2007

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

PRODUCTION MANGER/DESIGNER, URBAN GRAPHICS – 1999-2006

As Production Manger, I oversaw the design and managed the workflow for all print related materials of various DVD releases and advertisements in a fast paced, deadline driven environment. Ensured that all materials were ready for print. Handled any design work overflow.

EDUCATION

Various UCLA Extension Courses in Web Design and Development – 2001

Platt College – Graphic Design Program 1994-1995

SKILLS

Proficient in front-end hand coded web development using html/css/javascript/jquery and more dynamic, database-driven websites using PHP and MySQL. Have strong skills in Adobe CS4 (Dreamweaver, Flash, Photoshop, Illustrator). Have built both Flash-based websites and entire xhtml sites starting with Photoshop comps to the finished "live" version. Work in both Mac and PC environments.

REFERENCES

References available upon request.