Rizalina Hernandez

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EMPLOYMENT

Sunrise Movement
Design Lead | July 2020 – Current
Created and managed Sunrise Movement's first Design Team and its production priorities. Transitioned from Designer to Design Lead (November, 2020). Refined and expanded the in-house brand. Crafted the culture of the design team by introducing processes and activities to encourage team health and quality. Introduced design approval and output systems to increase design team efficiency. Leadership and development of multiple initiative-specific subbrands including Wide Awake and Climate Mandate. Assisted in social graphics during a period where our platforms grew 400%. Sourced artists/agencies, maintained relationships, and acted as Art Director during production. Worked across team leadership to improve intra team collaboration and initiate cross functional projects.

Warren for President 2020
Designer | July 2019 – March 2020
Second in-house designer on the campaign, brought in during brand development. Promoted from Associate to Designer (January, 2020), and mentored junior designers and an intern. Worked with policy and content writers to own, design, and adapt complicated policies into succinct and cohesive one-pagers for distribution. Worked on multiple projects with overlapping timelines while participating in grassroots outreach (i.e. P2P texting, phone banking and canvassing). Collaborated with video editors and an illustrator to advise typographic choices and maintain brand consistency.

Freelance
Graphic Designer, Product Designer, and Creative Strategist
Efficiently balanced independent and collaborative projects across web, social, and print. Worked with nonprofits, activists, and a progressive start-up to design postcards, custom illustrations, logos, aesthetic guidelines, interactive white papers, web ads/banners, and social media graphics. Developed wireframes and executed websites using CMS. Wrote copy and managed multiple nonprofit's social media accounts across timezones. Client list includes:
- Creator+ | April 2021 – Current
- Miss Sara Mora, National Immigrants Rights Activist | May 2019 – Current
- All In: The Fight for Democracy | August 2020 – December 2020
- The Freedom Initiative | June 2020
- A/B Partners | April 2020 – May 2020
- Shine Text | April 2019
- Wethos | September 2018 – April 2019
- Ithaca College's BOLD Women's Leadership Network & EMPOC (Engaging Mental Health in People of Color) | September 2018 – October 2018

Blue State Digital
Associate UX Designer| June 2018 – September 2018
Created wireframes and participated in strategic planning methods such as research support, requirements gathering, comparative analysis, and module/component development.

Purpose PBC
Creative Intern | June 2017 – August 2017
Produced brand books, media, iconography, social media assets, illustrations, and apparel for both internal and client marketing. Participated in brainstorming sessions with lead designers and strategists in a fast-paced agency environment.

Jim Johnson for Governor
Design Intern & Canvass Captain | March 2017 – June 2017
Learned to work dual roles organizing a grassroots political campaign and designing for an urban setting. Developed visuals and copy for flyers, t-shirts, and training material.

ACHIEVEMENTS

Union Bargaining Committee Member
Sunrise Movement + Communications Workers of America (CWA)
April 2021 – Current

Thesis Mentor
Rutgers University, Mason Gross School of the Arts
October 2020 – May 2021

UX Design Mentor
New York on Tech – UX Design Summer Boot camp
June 2019 – August 2020

Typography Student
Typography Summer School: Los Angeles, CA
June 2019

Conceptual Design Student
A School, A Park
July 2018

EDUCATION

BFA in Design
Rutgers University, Mason Gross School of the Arts
Graduated 2018

UX Design on Demand
General Assembly
June 2019

SKILLS

Professional
Organizational Skills, Communication, Teamwork, Critical Thinking

Applications/Web Experience
Adobe Creative Suite, Google Suite, Google Web Designer, Ceros, Sketch, JIRA, Invision, Marvel, Figma, HTML/CSS, Javascript, jQuery, CMS & LMS