

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](http://www.greengraffiti.com)

2009 /// **Ediciones Trashumantes** /// Valencia, Spain  
Freelance services. [www.edicionestrashumantes.com](http://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/](http://www.flickr.com/photos/serieb/)

**SERIEBE** (multidisciplinary project) [www.seriebe.com](http://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](http://www.adcv.com) (2008)