

Stewart Hernandez

Senior Creative Designer | Creative Operations

Bergenfield, NJ | 201-374-3755 | stewart.xv@gmail.com | [linkedin.com/in/stewx/](https://www.linkedin.com/in/stewx/) | stewartx.co/

PROFESSIONAL SUMMARY

Senior Graphic Designer with 15+ years producing polished, on-brand visual work across digital, print, presentations, social, OOH, and campaign design for enterprise brands and agencies including DraftKings, Abercrombie & Fitch, Diageo, and Fever Tree. Expert in Adobe Creative Cloud, Figma, PowerPoint, Keynote, and Google Slides, with deep experience building presentation decks, marketing toolkits, and multi-format campaign assets under tight deadlines. Known for speed, precision, and photo-realistic retouching, directing and retouching 400+ high-profile athlete composites annually at DraftKings. Comfortable working independently in fully remote, fast-paced environments.

CORE SKILLS

Design: Graphic Design & Visual Communication | Presentation Design (PowerPoint, Keynote, Google Slides) | Branding & Brand Guidelines | Campaign & Marketing Asset Design | Print & OOH Design | Social & Digital Graphics | Photo Retouching & Compositing | Wire framing & Layout | Template & Design Systems | Typography | Color & Image Correction

TECHNICAL SKILLS

Software: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Figma | Microsoft PowerPoint | Apple Keynote | Google Slides | Google Workspace | Microsoft Office | Storyteq | Adobe Firefly | Midjourney | ChatGPT | Claude

PROFESSIONAL EXPERIENCE

DraftKings — Senior Production Designer *Nov 2022 – Feb 2026*

- Designed and produced 200+ on-brand, presentation-ready and campaign-ready asset variations per cycle across digital, social, web, and marketing channels.
- Directed and retouched 400+ high-profile athlete photo composites annually, delivering premium, publication-quality visual work under high-volume deadlines.
- Built reusable design templates and layout systems that kept typography, imagery, and brand consistency intact across hundreds of deliverables.
- Designed internal and stakeholder-facing presentation decks used to align Marketing, Creative, Legal, and Compliance teams on campaign concepts and asset approvals.
- Mentored and trained 2–4 junior/mid-level designers annually on brand standards, layout technique, and production craft.
- Used Adobe Firefly, Midjourney, ChatGPT, and Claude to speed up concepting and image generation without sacrificing visual quality.

Abercrombie & Fitch Co. — Production Designer (Contract) *Mar 2022 – Nov 2022*

- Designed seasonal campaign assets across digital, social, retail, and eCommerce for a globally recognized fashion brand.
- Adapted creative concepts into polished, production-ready visuals across dozens of formats and specifications.
- Delivered fast-turnaround design variations supporting global marketing launches under tight deadlines.

Freelance — Graphic & Presentation Designer *Nov 2016 – Jun 2022*

Clients: GMR Marketing | Anomaly NYC | BBH NYC | Satellite Healthcare | Martin Bauer Group | Diageo | Fever Tree

- Designed campaign assets, sell sheets, presentation decks, and marketing toolkits across digital, print, OOH, and experiential channels for a roster of national agencies and global brands.
- Built client-facing PowerPoint and Keynote presentations, trade show graphics, and sales collateral.
- Delivered polished, brand-consistent visual work independently across multiple concurrent client engagements.

The Lab — Senior Graphic Designer *Apr 2014 – Oct 2016*

- Designed and produced visual assets for multi-channel digital advertising campaigns in a fast-paced NYC studio.

Berlin Cameron United — Senior Graphic Designer *Sep 2013 – Apr 2014*

- Designed integrated campaign assets for a full-service creative agency with a blue-chip client roster.

Tag Worldwide — Graphic Designer *Jan 2011 – Sep 2013*

- Designed corporate presentations, marketing toolkits, OOH advertising, and web graphics for a global marketing production company.

EDUCATION

BBA, Marketing Communications — Baruch College

AAS, Graphic Design — Bergen Community College

LANGUAGES

English (Fluent) | Spanish (Fluent)