

Stewart Hernandez

Creative Project Manager | Production Leadership

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PROFESSIONAL SUMMARY

Creative Project Manager with 15+ years in creative production and 3+ years leading integrated marketing campaigns end-to-end for a regulated enterprise brand (DraftKings). Manages projects from intake through launch across Marketing, Creative, Product, Legal, Compliance, and Media stakeholders, running timelines, approvals, and QA for 200+ asset variations per cycle with zero missed deadlines and zero compliance flags. Built and led a Storyteq based creative automation program that cut manual production time by 25–35%, and applies AI tools (ChatGPT, Claude, Adobe Firefly, Midjourney) to production workflows through hands-on prompt engineering. Hands-on design background means production risk gets caught before it costs a launch date, not after.

CORE COMPETENCIES

Operations: Creative Project Management | Creative Producer | Production Management | Stakeholder Management | Integrated Marketing Campaigns | Project Intake & Scoping | Timeline & Resource Management | Cross-Functional Leadership | Creative Operations | Creative Automation | Workflow Optimization | QA & Risk Mitigation | Legal & Regulatory Compliance | Team Leadership & Training | Vendor & Agency Management | AI Workflow Integration & Prompt Engineering | Remote Team Management

TECHNOLOGY

Tools: Storyteq | Jira | Slack | Monday | Adobe Creative Cloud | Figma | ChatGPT | Claude | Adobe Firefly | Midjourney | Google Workspace | Microsoft Office | Wrike

PROFESSIONAL EXPERIENCE

DraftKings — Senior Production Design Manager, Creative Operations & Automation *Nov 2022 – Feb 2026*

- Served as creative project lead for integrated marketing campaigns in a highly regulated enterprise environment, owning execution from intake through launch.
- Managed timelines, approvals, and stakeholder communication across Marketing, Creative, Product, Legal, Compliance, and Media for 200+ compliant asset variations per campaign cycle.
- Architected and led a cross-functional Storyteq automation initiative, defining locked-vs-flexible template fields with Legal and Marketing, that scaled production capacity while cutting manual effort by 25–35%.
- Standardized creative intake, QA checkpoints, and approval workflows, reducing revision cycles and improving delivery predictability with zero missed deadlines and zero compliance flags.
- Managed workload planning, onboarding, documentation, and quality reviews for 2–4 production designers annually.
- Directed production of 400+ high-profile athlete composites annually, coordinating photography, retouching, and legal review under aggressive launch schedules.
- Applied prompt engineering across ChatGPT, Claude, Adobe Firefly, and Midjourney to accelerate concepting and production inside an established brand and compliance framework.

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

- Coordinated seasonal campaign production across digital, social, retail, and eCommerce, managing timelines and cross-functional handoffs.
- Partnered with creative and marketing teams to deliver launch-ready assets on schedule across global markets.

Freelance — Creative Production Lead *Nov 2016 – Jun 2022*

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

- Managed multiple concurrent client engagements and production timelines as a trusted extension of in-house creative and account teams.
- Coordinated with creative directors, producers, and marketing stakeholders to execute integrated campaigns on schedule and on budget.

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

- Led production design and delivery for multi-channel digital advertising campaigns in a fast-paced NYC studio.

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

- Supported integrated campaign production for a full-service agency serving Fortune 500 brands.

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

- Produced corporate presentations, marketing toolkits, and multi-format assets for a global marketing production company.

EDUCATION

BBA, Marketing Communications — Baruch College

AAS, Graphic Design — Bergen Community College

LANGUAGES

English (Fluent) | Spanish (Fluent)