



# KRYSTHEL HERNÁNDEZ

UI/UX DESIGNER - DIGITAL DESIGNER

## PROFILE

I am a creative, artistic and ambitious UI/UX and Digital Designer with a talent for thinking outside the box and coming up with innovative ideas and designs. I graduated with a 1st Class honours degree in Arts at Conservatorio Lucio Campiani in Italy, during the last years I have worked in the design industry. I'm sure I'm able to provide an excellent service to all clients and show the positive impact I make in people's lives and businesses.

## CONTACT

### Website & portfolio

[www.iamkrys.com](http://www.iamkrys.com)

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### Address

San Antonio, Desamparados  
San José, Costa Rica, 10305

## PROFESSIONAL SKILL



## EDUCATION

### UI/UX SPECIALIZATION | 2019 - 2020

California Institute of the Arts

Design High-Impact User Experiences. Research, design, and prototype effective, visually-driven websites and apps.

### GRAPHIC DESIGN SPECIALIZATION | 2019 - 2020

California Institute of the Arts

Make Compelling Design. Learn and apply the principles of graphic design towards a comprehensive branding project.

### FACEBOOK ADVERTISING | 2019

Academia Digital de Costa Rica

Gather sufficient knowledge to advertise on Facebook Ads, use of ads manager, powerful editor, business manager. In addition to full understanding of the flow of the ad on this platform.

### MASTER OF ARTS | 2008 - 2015

Conservatorio Lucio Campiani

Acquired the technical and cultural competences that allow me to express the interpretative personality. Attained in-depth knowledge of the general stylistic, historical and aesthetic aspects related to arts.

## EXPERIENCE

### FREELANCER | 2019 - PRESENT

Produce detailed visuals and illustrations while creating designs specific to client requests and desires.

### DIGITAL DESIGNER | HERNANDEZ Y ASOC. | 2018 - PRESENT

Whole designing process, from defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos to ensure final graphics and layouts are visually appealing and on-brand.

### QA ANALYST | OM AGENCY | 2017 - 2018

Develop and execute test plans to ensure that all objectives met functionality, reliability, performance, and quality of the service or product.

## SOCIAL MEDIA

[iamkrys.com/i/linkedin](http://iamkrys.com/i/linkedin)

[iamkrys.com/i/facebook](http://iamkrys.com/i/facebook)

[iamkrys.com/i/instagram](http://iamkrys.com/i/instagram)

