

aj hernandez

# **WORK SAMPLES**

V 3.0 - October 2023

# I don't think type should be expressive at all.

I can write the word 'dog' with any typeface and it doesn't have to look like a dog. But there are people that think that when they write 'dog' it should bark.

- Massimo Vignelli

*4*

*5*

*9*

*11*

*13*

*15*

*17*

**About**

**Video Production**

**Branding**

**Graphic Design**

**Web Development**

**Writing**

**Tradeshows**

# about

I develop impactful business solutions for brands.

My experience cuts across a wide range of mediums, platforms, and industries including non-profit, IT, retail, education, entertainment, and manufacturing. I move easily through all things digital, across all formats and platforms.

# Video Production

Multi-cam events, cinematic shorts, commercials, and web videos tell a story.

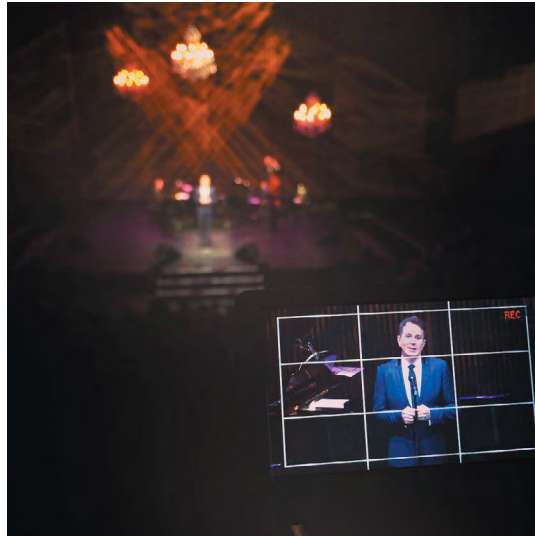


Inside Trois Mec with Chef Ludo

► samples of work: on-set



Cardio Barre fitness series



Davis Gaines in concert



John Lloyd Young in concert



Vin Scully live television spot



GuideCam™ iOS app shoot



U.S. Navy SeaBee Museum mini-doc



Jake Tapper broadcast



Dana Perino television spot

► **samples of work: motion graphics**



Shane Alexander and the Great Favorites intro\*



The Situation Room Experience at the Reagan Library intro\*



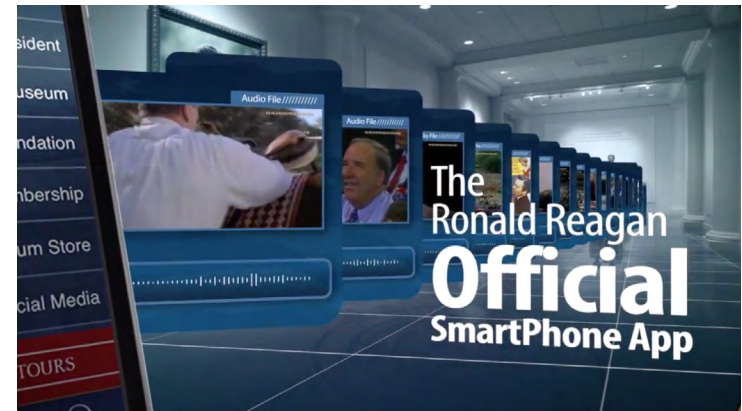
Sierra Canyon Day Camp intro\*



Bingo Blitz contest promotion\*



U.S. Navy SeaBee CAD animation for mini-doc\*



The Reagan Library mobile app commercial\*

\* Click on thumbnail to watch video.

## ▶ samples of work: multi-cam productions



Interview with Senator John McCain\*



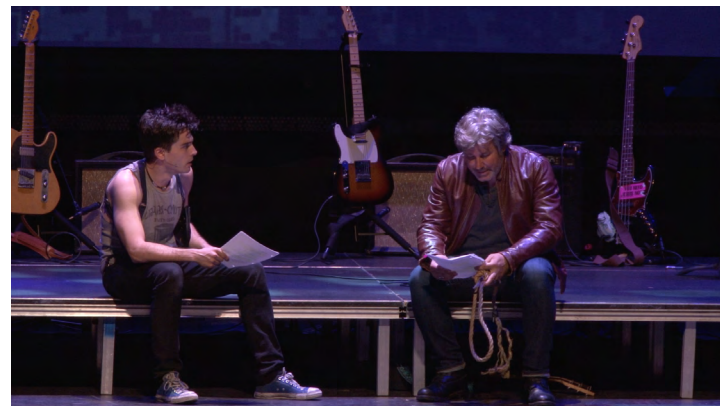
Shane Alexander and the Great Favorites Music video\*



GoodJanes and beGlammed founders YouTube interview\*



Kristin Chenoweth live at the Hollywood Bowl



Larry Carpenter's The Freedom Machine pre-broadway debut



Netafim grower series\*

\* Click on thumbnail to watch video.



# Branding

Branding is an extremely personal process. I work closely with clients to develop tailored messaging and a comprehensive branding guide.



Reagan Library Situation Room

► logo design



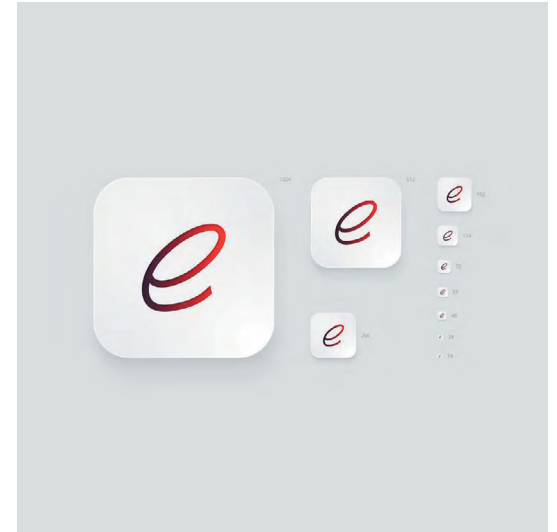
# Graphic Design

Being comfortable in all mediums is important. From traditional print to digital—the execution doesn't disappoint.



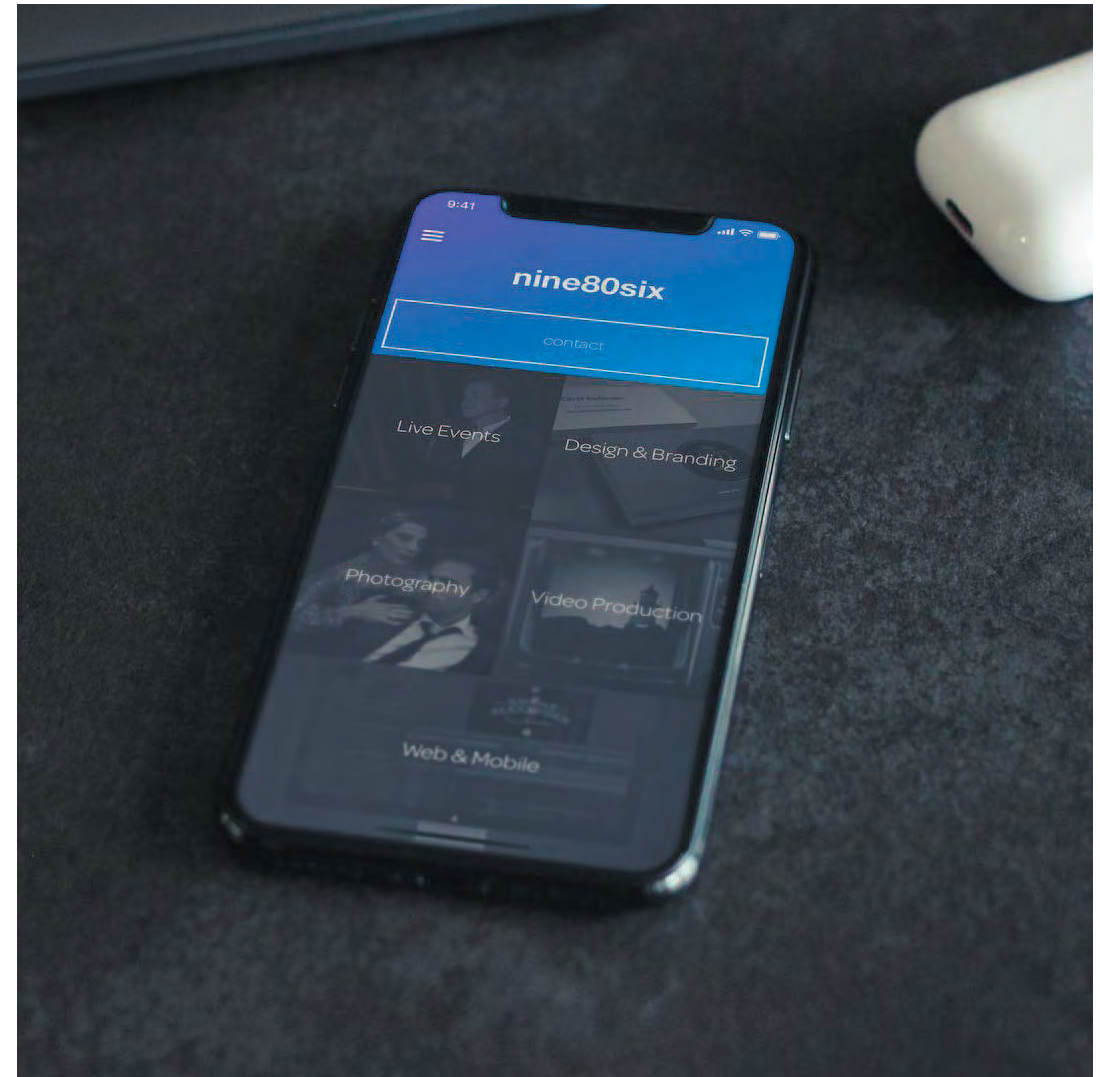
Good Janes Banners

# ▶ print production



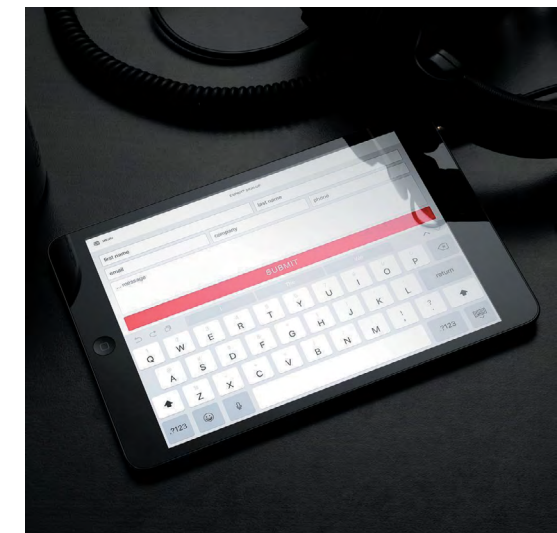
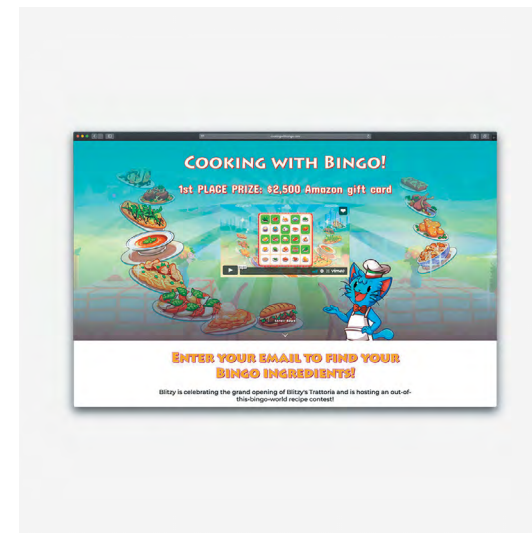
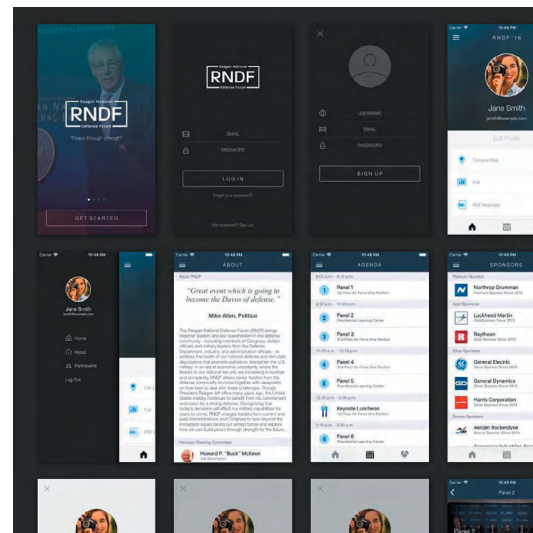
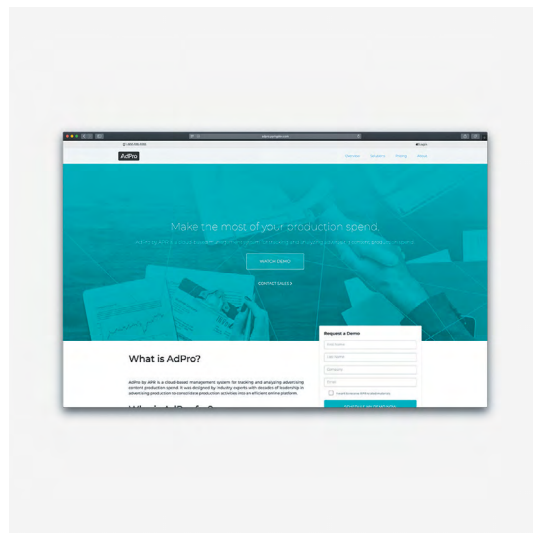
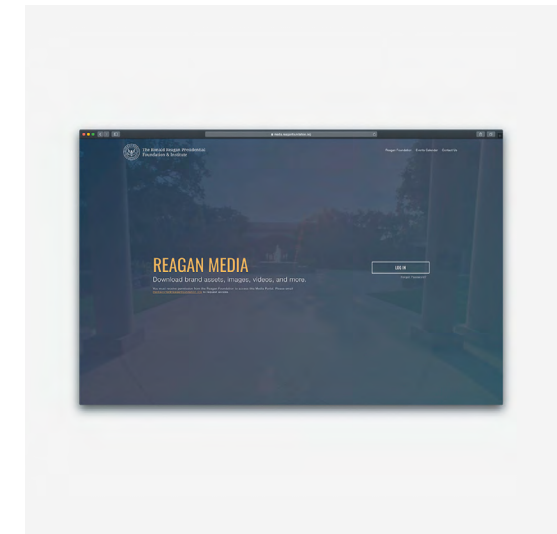
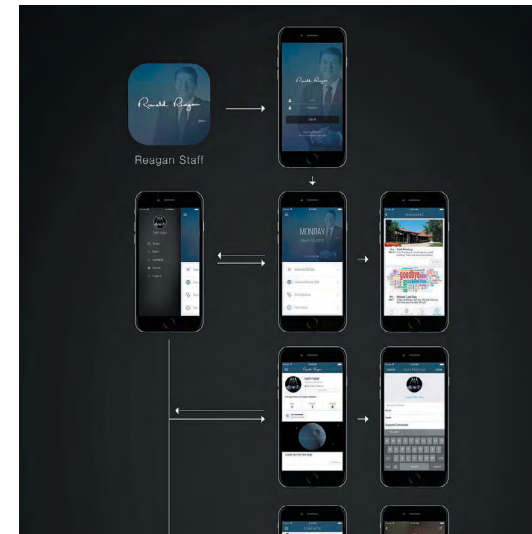
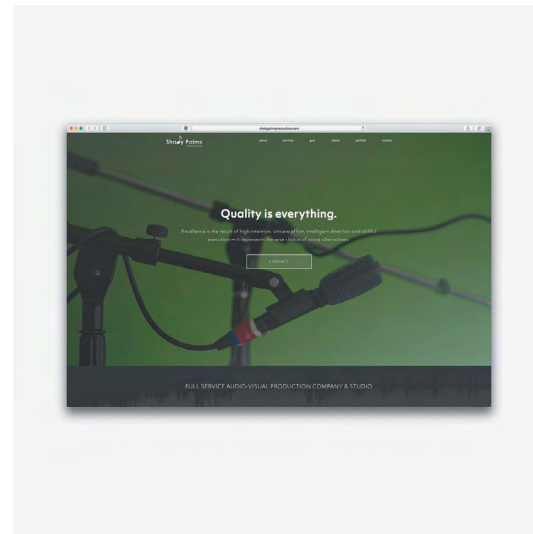
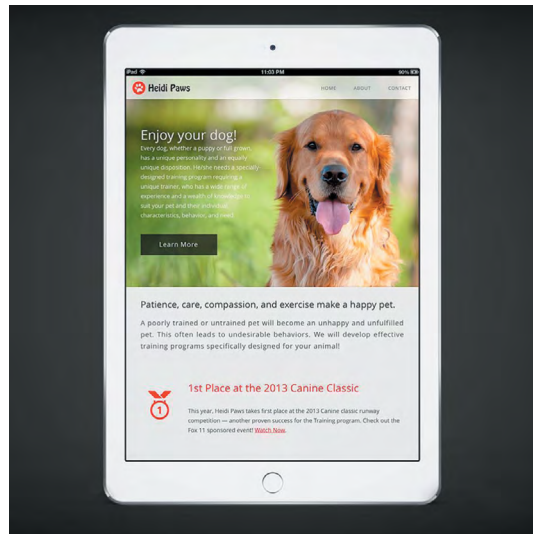
# Website Development

I engineer websites that are integrated into larger systems—without unnecessary bloat and weight, designed to snap to attention and deliver.



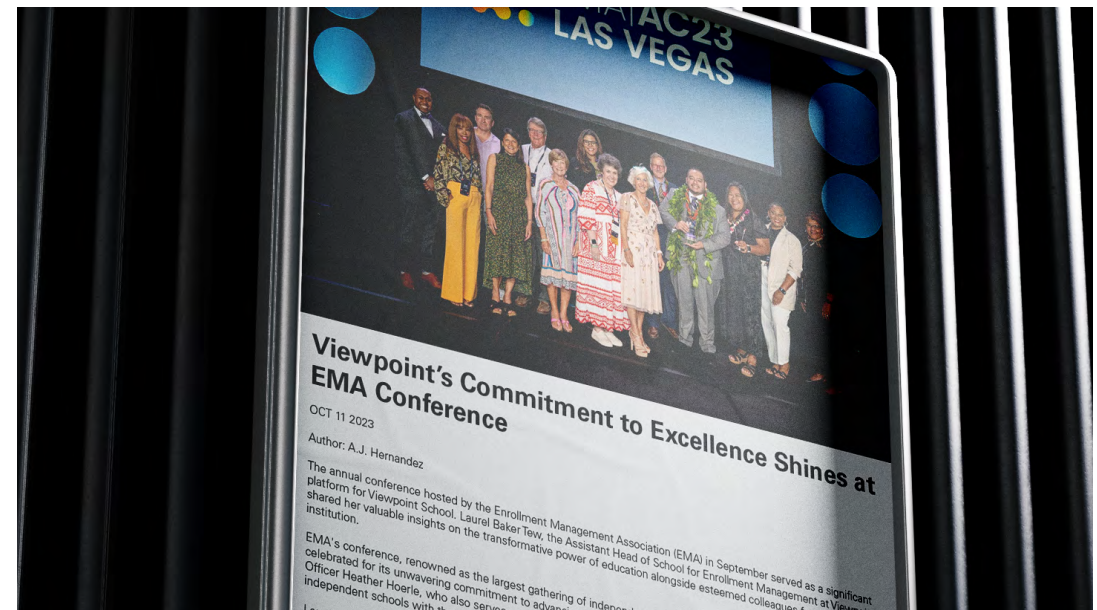
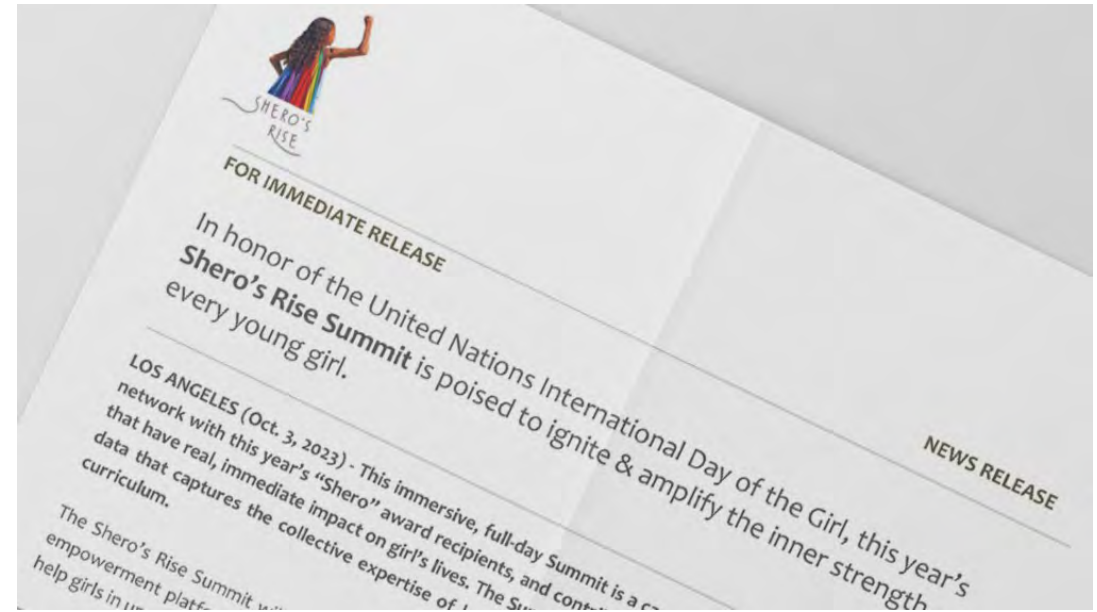
nine80six Web App

## ► web and mobile apps



# Writing

I craft compelling narratives and persuasive content that not only captures attention but leaves a lasting impact, turning ideas into words that resonate and drive action.



Top: Shero's Rise Press Release  
Below: Viewpoint School News Story

## ► writing for this and that

HOME > ABOUT > SCHOOL NEWS



### Ninth Annual Convocation Celebrates Imagination and Community

SEP 18 2023

Viewpoint's Ninth Annual Convocation was a resounding success, celebrating the spirit of imagination and the connectedness of the school community. This annual gathering brings together nearly the entire student body, from Kindergarten to Twelfth Grade, in a spirited event that sets the tone for the academic year.

One of the most heartwarming moments of the event is the formation of a tunnel by the Senior Class for the Kindergarten students to walk through as they enter. This touching tradition symbolizes the unity of the school's diverse student body, emphasizing the role of older students as mentors and leaders for the younger ones.

The event featured several notable speakers, including the Head of School Mark McKee who welcomed 230 new students with a message of inclusion and diversity, acknowledging their talents, passion, vision, and heart. With students from 70 countries and one in five speaking a language other than English, Viewpoint is truly a global community. He reminded everyone that it is the people who make Viewpoint special—each student, each dedicated and talented teacher, and each loyal contributing member of the staff. While introducing the theme of this year, imagination, Mr. McKee said:

*"There's no better time than the start of a new school year to let go of your past assumptions about limits, about 'I can't,' to imagine your future, and to know that your future begins today."*

He concluded by encouraging students to use their imagination to learn how to disagree constructively and find unity in

### More Stories



Viewpoint's Fall Multicultural Day Unites Our TK-12 Community

OCTOBER 30, 2023

[Read More](#)



Guest Speaker Empowers Our Students to Embrace Fear to Fear(Less)

OCTOBER 27, 2023

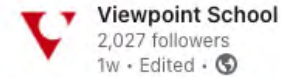
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Two Viewpoint School Alumni Receive National Accolades at All American High School Film Festival

OCTOBER 25, 2023

[Read More](#)



A huge shoutout to [Stephen Chan](#) for his invaluable contributions to education, both within our school community and on a broader scale! This summer he dedicated two weeks of his valuable time to the [Klingenstein Center, Teachers College, Columbia University](#) where he explored vital topics in education, including curriculum and assessment design, as well as social-emotional learning. His passion for teaching and learning serves as an inspiration to us all and we are proud to have such a dedicated and forward-thinking leader at the helm of our Middle School.












Head of Middle School Stephen Chan Shares Inspiring Experience at Klingenstein Summer Institute

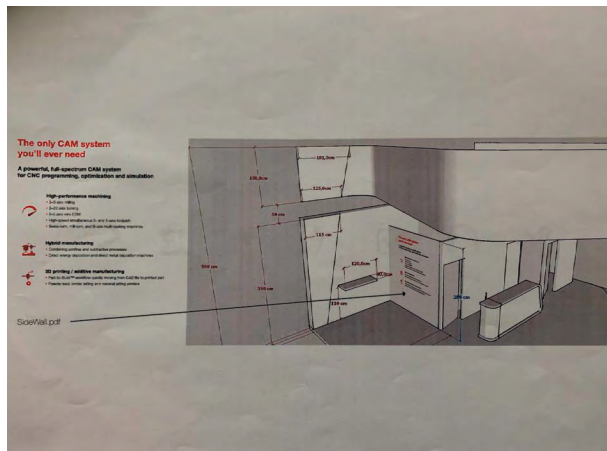
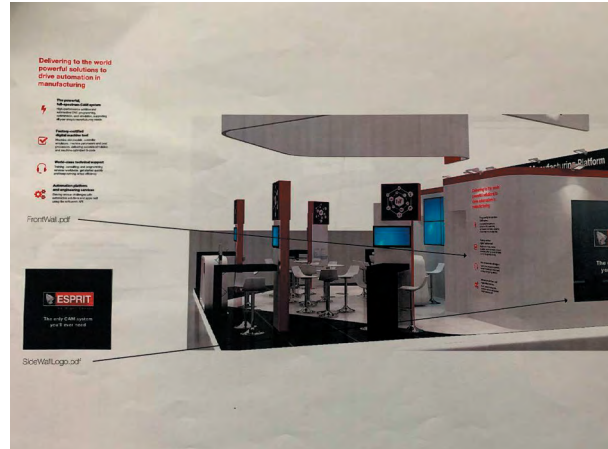
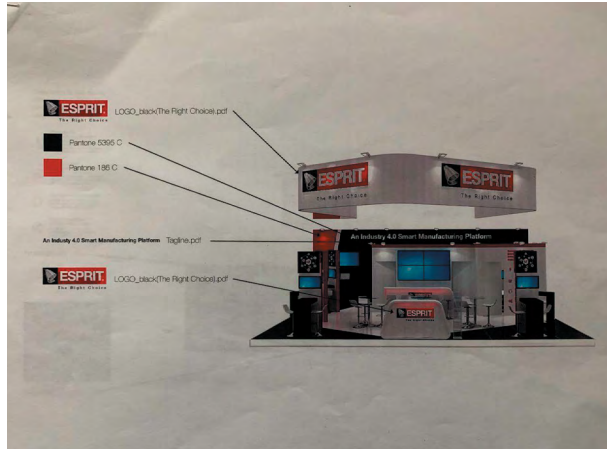
[viewpoint.org](#) • 2 min read

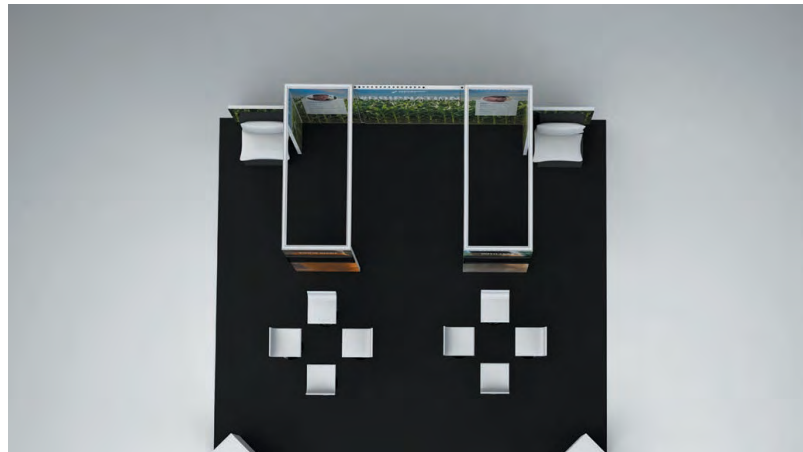
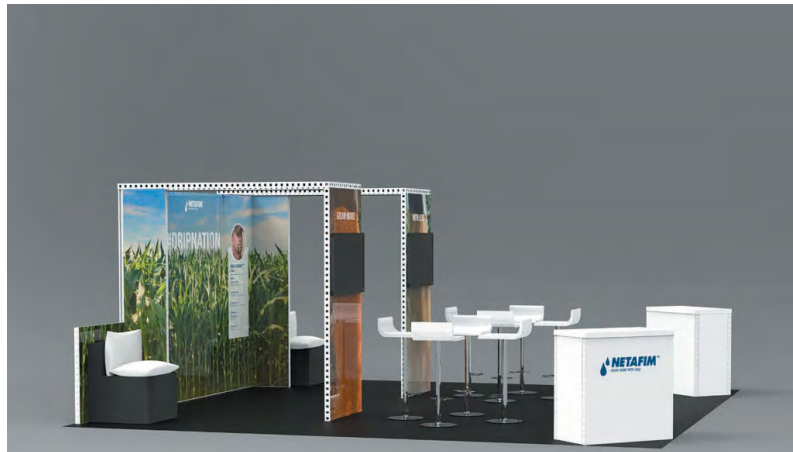


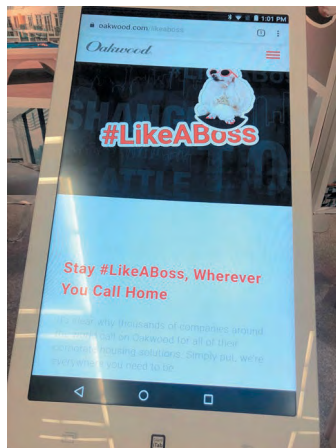
# Maximum ROI at trade shows around the world

Clients break through the clutter of large-scale trade shows and conventions. From booth design and conceptualization to experiential activations, I help brands generate sales leads and media attention.

Shows	Booth Promo	Concept & Design
		
		
		







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[ajhernandez.com](http://ajhernandez.com)