aj hernandez

WORK SAMPLES

V 1.0 - August 2021

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

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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

GuideCamTM 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.

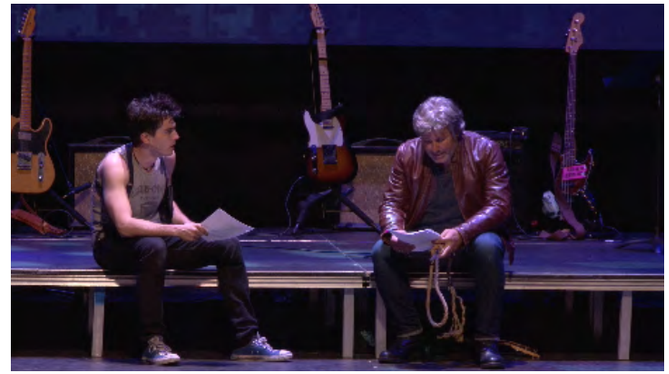
samples of work: multi-cam productions

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

SkillBuilders

cloudfarm
premium electronic blends

F
Flakees

California
FRESH FOODS

VYPERZ

Shady Palms
PRODUCTIONS

the
JAZZ
effect
www.thejazzeffect.com

ADVENTURES-TO-GO
www.adventures-to-go.com

stash

Skull PRINCESS

nine80six

Hot for Techy

Graphic Design

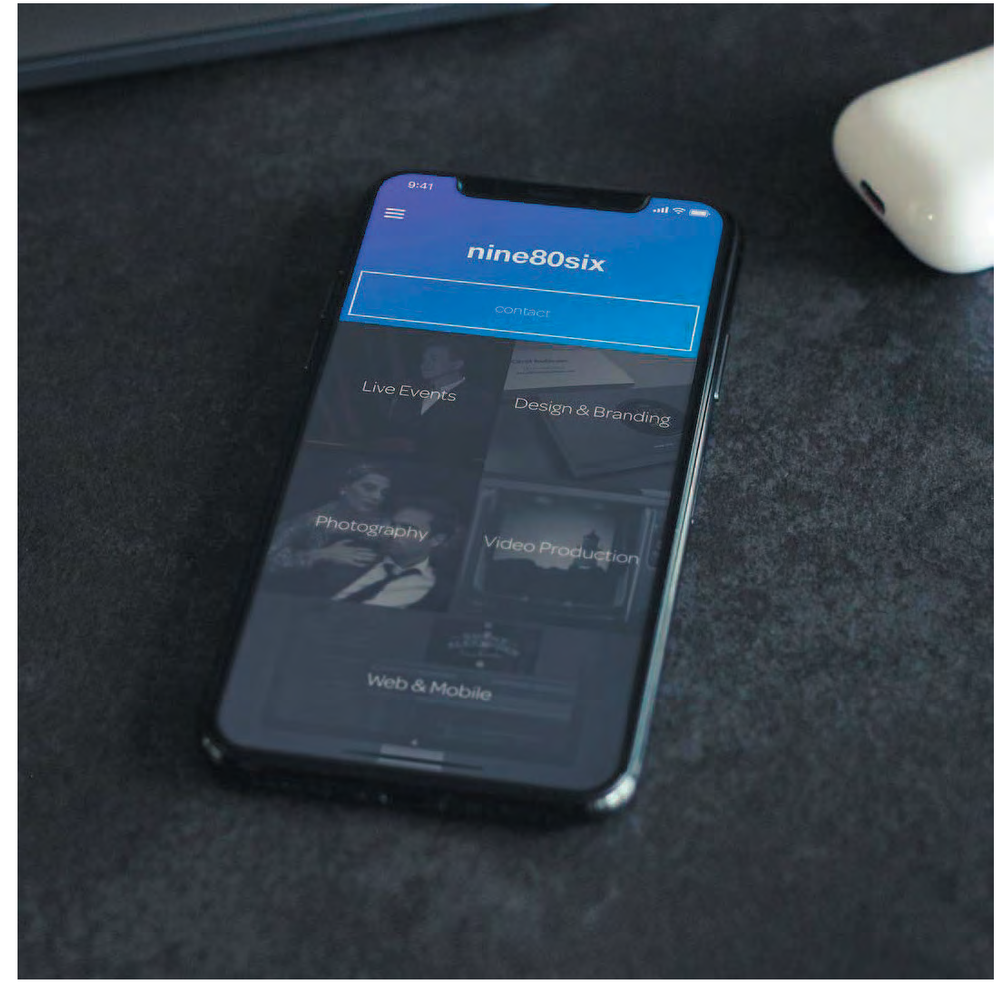
Being comfortable in all mediums is important. From traditional print to digital—the execution doesn't disappoint.

Good Janes Banners

print production

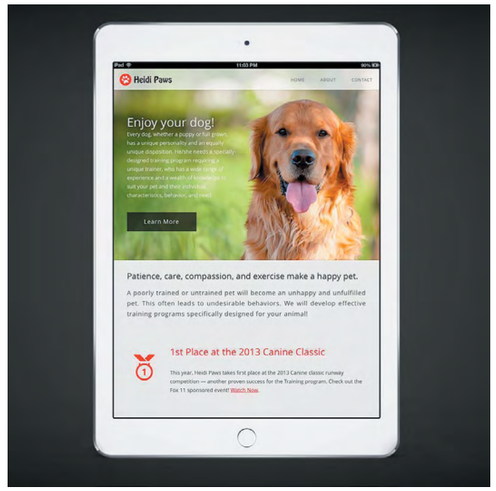
Website Development

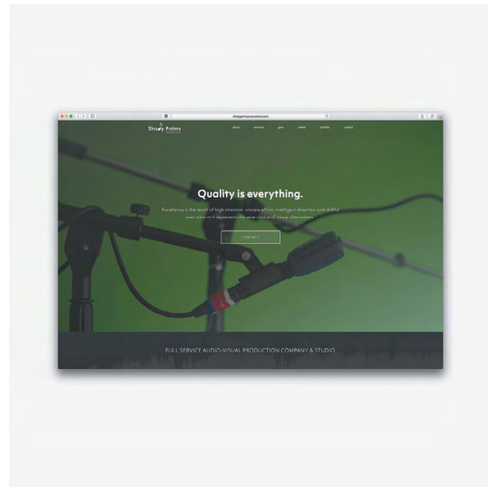
I engineer websites that are integrated into larger systems—without unnecessary bloat and weight, designed to snap to attention and deliver.

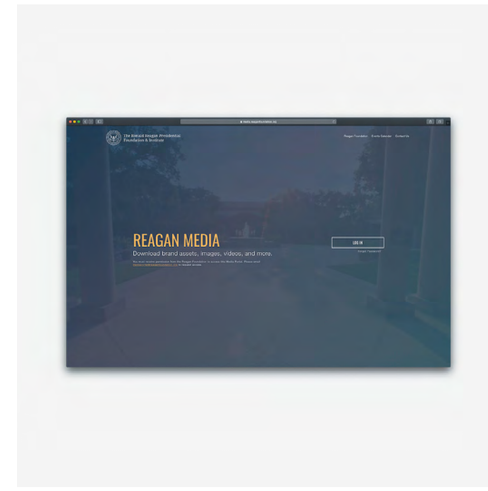


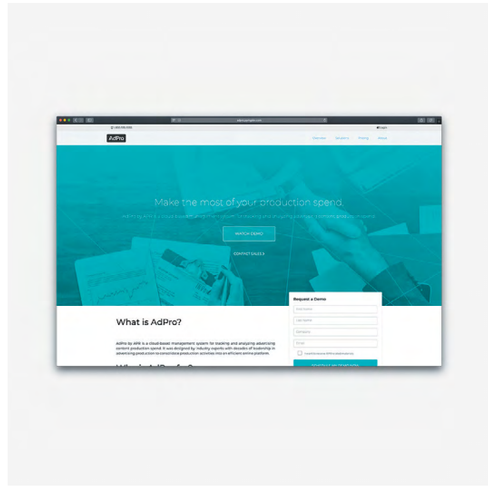
nine80six Web App

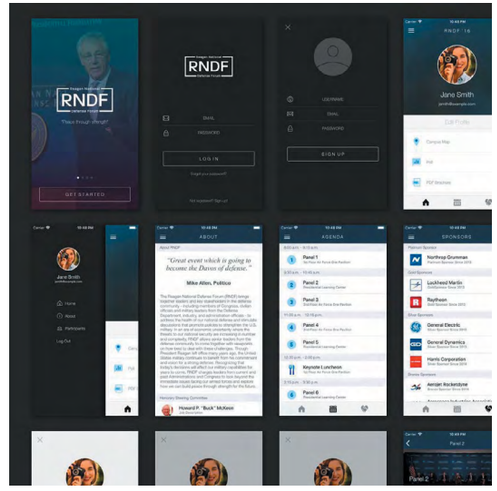
web and mobile apps

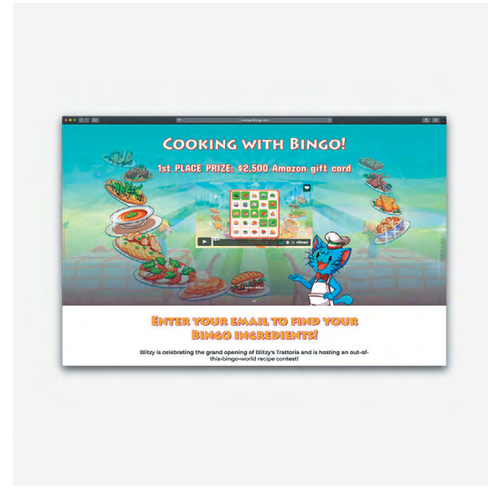










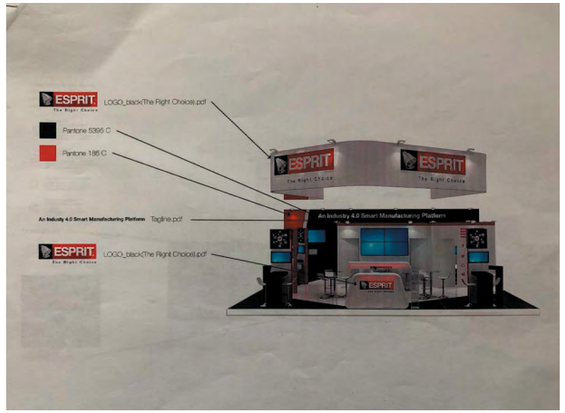


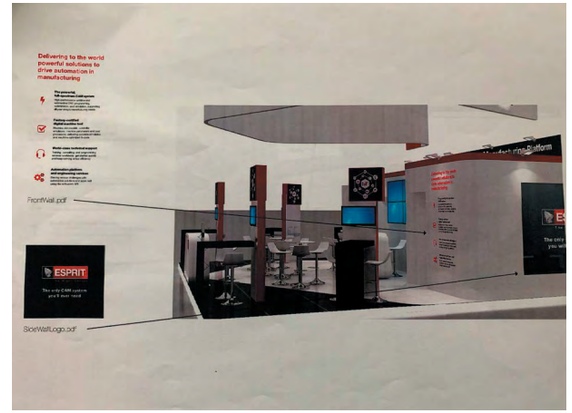
Maximum ROI at trade shows around the world

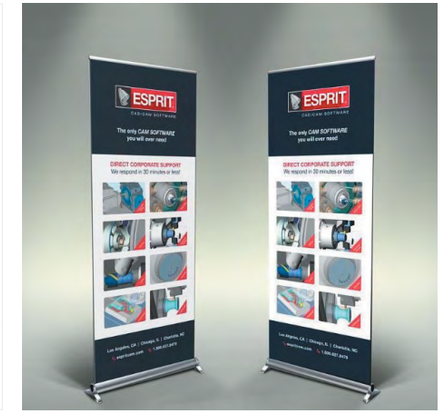
Clients break through the clutter of large-scale trade shows and conventions. From booth design and conceptualization to experiential activations, I help brands generate sales leads and media attention.

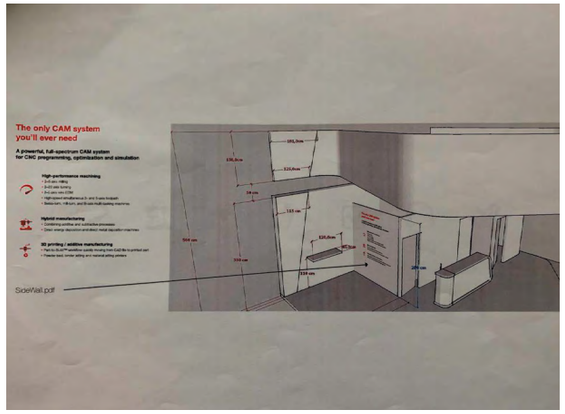
Shows	Booth Promo	Concept & Design
WORLDWIDE ERC®	✓	✓
EMO Hannover	✓	✓
COMMODITY CLASSIC	✓	✓

EMO Hannover



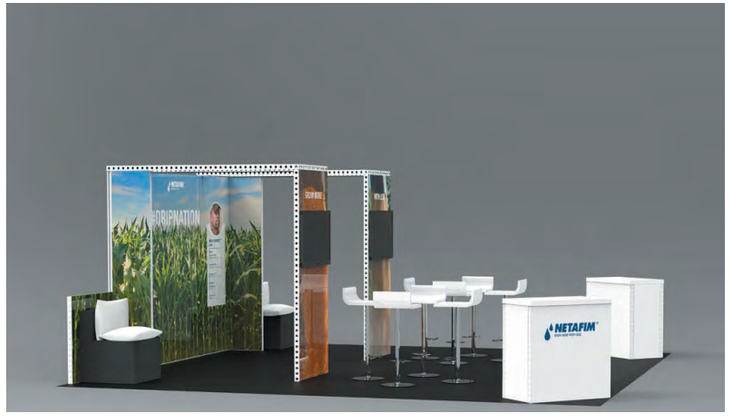






GROW MORE
NETAFIM
#DRIPNATION
WITH LESS

GROW MORE
NETAFIM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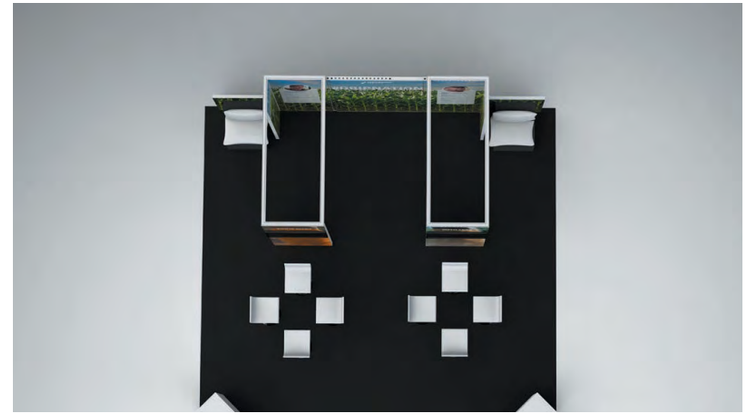
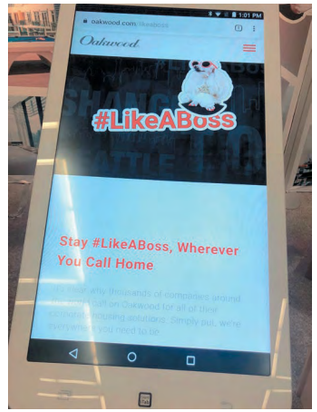


KEVIN MATTHEWS
NORTH CAROLINA

WORLDWIDE ERC®



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