

Federico Hernandez-Ruiz

Creative Direction
Capulines 101A-2
Jurica. Queretaro. Qro. 76100
Mexico
Mexico

View the full portfolio at <http://www.thecreativefinder.com/fedehndz>

Professional Experience and Curriculum Vitae

Graphic Designer from Universidad del Nuevo Mundo.

With more than 20 years of experience in design. Businessman, creative, high impact observant and eternal promoter for generating experiences that enrich people's lives. Specialized in product development, strategic branding, packaging, point of sale experiences and development.

Has worked independently since early in his career establishing and directing design agencies and creative teams, skilled dialogue promoter between rational and creative worlds.

Highly oriented to business growth and development, design as change agent, passionate about understanding and satisfying people, as well to development community well being.

Throughout his career, he has worked with both National and Multinational companies creating and implementing brand, packaging and visual communication programs. These companies include HP, Disney, Applica/Black & Decker, DHL and Mars.

As a consultant he has collaborated in business development projects for companies such as Kellogg, Wal-Mart, Heinz

Previous Clientele

HP, Disney, Applica/Black & Decker, DHL, Mars, Kellogg, Wal-Mart, Heinz

Awards and Accolades

Design Thinking Evangelist, Brand, Identity, Packaging and in-store design consultant.

Specialized in Latin market. US & Mexico

Leader of Design efforts to deliver effectively clients brand Identities that entice consumers to understand, prefer and select their brands. "first moment of truth." strategist and executioner.

As a Design director leads process of creating and executing designs, collaborate with multi functional partners, establish and manage budgets, direct and coach designers, design firms, and teach and drive passion for design with business partners.

Specialized in Packaging and In-store development with a deep and team understanding of business strategy and brand equities.

21 years design experience and more than 12 years as Design Director, 9 years specialized in Brands, Packaging design and Instore new-to-the-world platforms, experiences and innovation strategies.

Experienced monitoring market qualitative and quantitative tools, visual audits and an understanding of the needs of the different channels to adapt/improve designs if needed.

Monitoring competition for key design strategies. Qualify, develop and manage supplier agency partners

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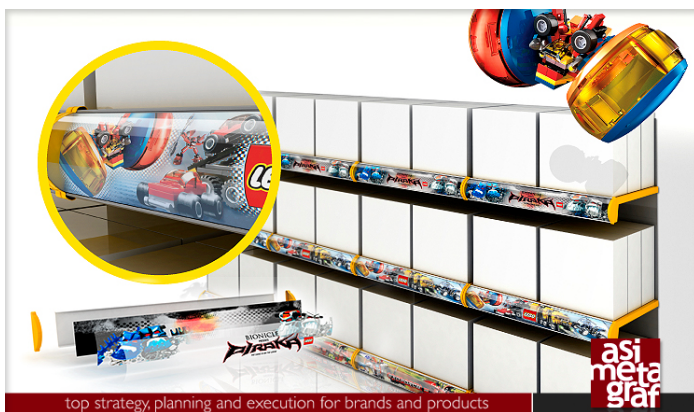
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