

DAVID HERNANDEZ MENDEZ

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[Behance UX/UI](#)

SUMMARY

Highly accomplished Graphic Designer with a Master's degree in Communication Design and currently pursuing a PhD in Design and Information Visualization. Possessing a strong background in art direction, editorial design, information design, and data visualization, with experience across diverse sectors including advertising, political marketing, non-governmental organizations, and academic institutions. Proven track record of success in hackathons and design competitions, recognized for innovative solutions and contributions to digital publishing and data-driven projects. Extensive experience in teaching and mentoring across various design disciplines.

EDUCATION

PHD Degree (in progress):

- **Design and Information Visualization** (2020-2025). Universidad Autónoma Metropolitana, Azcapotzalco, Mexico.

Masters Degree:

- **MA Communication Design** (2004-2006, Obtained: December 2008). Central Saint Martins College of Art and Design, London, England. *Specialization in Information Design under the tutelage of Andrew Haslam.*

Bachelor Degree:

- **BA Graphic Design/Licenciatura en Diseño Gráfico** (September 1995-December 1999, Obtained: 2003). Universidad Iberoamericana, Mexico City.

EXPERIENCE

Independent Graphic Designer (Freelance) | March 2010 - Present

- Developing editorial and infographic design for NGOs.

Professor

- **UNAM Facultad de Artes y Diseño** | February 2023 - Present

- Professor of Typography.
- **Universidad Anáhuac del Norte, Mexico** | August 2012 - December 2024
 - Teaching Information Design, Data Visualization, Interface Design, Applied Typography, and Web Design to Multimedia and Graphic Design students.
- **Universidad Autónoma Metropolitana Unidad Azcapotzalco, Mexico** | September 2024 - October 2024
 - Design professor in BA Design for Graphic Communication.
- **Centro, Diseño Cine y Televisión, Mexico** | January 2012 - December 2013; August 2019 - 2021
 - Teaching Information Design to Digital Media Design students and Multimedia class to students of different careers.
- **Universidad Autónoma Metropolitana Unidad Cuajimalpa, Mexico** | September 2015 - August 2017
 - Design and Masters degree professor in MADIC (Maestría en Diseño, Información y Comunicación).
- **Universidad Marista, Mexico** | September 2009 - December 2013; January - June 2015; January - June 2017; January - June 2018; January - June 2019; September 2003 - May 2004
 - Teaching Poster Design, Representation Techniques, Art Direction, Digital Photography, and Drawing subjects to Graphic Design students.
- **Universidad Iberoamericana, Mexico** | August 2010 - May 2012; January 2013 - December 2013; August - December 2014; Summer 2015; Autumn 2018 - Spring 2019
 - Teaching User Experience, Digital Technology for Design, Laboratory for Digital Creativity, Web Design, Advertising Design and Information Design to students of Graphic, Interactive Design and Communication careers.
- **Universidad La Salle, Mexico** | August 2014 - December 2014
 - Multimedia Professor for Graphic Design career.

Visual and Graphic Journalist | May 2015 - February 2016

- **Milenio DataLab for Grupo Milenio.**
 - Information Design, Data Visualization, Interface Design, graphics, Storyboards for video, and data journalism team's designer.

Information Designer, Data Visualization, Interface Design | March 2017 - November 2017

- **Digital State.**
 - Worked in a political marketing consultancy.

Jury and Tutor | 2013, 2014

- **Fonca, Conaculta**
 - "Edmundo Valadés" award supporting independent publishing for the C category online publications.

Graphic Designer Sr. | June - September 2012

- **Moda in Casa.**
 - Design and developing of graphic materials for printed and digital matters.

Graphic Design and Art Direction | October 2009 - February 2010

- **Los de enfrente comunicación.**
 - Designing graphic materials for printed matter and video.

Art Director

- **FS/Flisolo Magazine, London.** | May 2008 - January 2009
 - Art direction, illustration and editorial design.
- **INQ Magazine, London.** | June 2007 - January 2009
 - Art direction, illustration and editorial design.
- **Footnote, Cone & Belding Mexico (FCB).** | February 2000 - January 2002
 - Designed ads for clients such as Mexican bank Banorte, General Motors Distributors, New Zealand Milk, Domino's Pizza, American Airlines, Mercedes Benz, among others.

Digital Studio Assistant | Summer 2008

- **Zanna, fashion photographer. The Ragged School London.**
 - Resize of digital pictures. Layout, graphic manipulation of logos, animation and typeface design.

Graphic Designer Assistant (Placement) | January 2006 - April 2006

- **Zoltar The Magnificent, London.**
 - Assisted in designing the booklet for a fashion collection and other materials such as banners and selling sheets.

Graphic Designer | 2002-2003

- **Diseño comunicación y mercadotecnia DC+M.**
 - Lead Graphic Designer, designing brand identity, stickers, postcards, and labels.

ACHIEVEMENTS & AWARDS

- **Group exhibition “El autorretrato como pretexto creador”** 242nd anniversary of the Academy of San Carlos. Pelegrín Clavé Galleries and Centenario de San Carlos Cultural Center. Faculty of Art and Design, FAD UNAM. November 15, 2023.
- **Startup Bus North America, Boulder Colorado 2016.** Finalist. Participant representing Mexico in 2016 (Boulder, Colorado) and 2017 (New Orleans, Louisiana, USA).
- **Faces of Discrimination Award "Gilberto Rincón Gallardo" 2016.** Winning team in the multimedia category for the report "Tamaulipas: Las Carreteras de la Muerte".
- **Rastreando mis impuestos hackathon, October 21-24 2015, IMCO, Inai, Global Integrity.** Winner team.
- **Global Urban Data Fest 2015.** Regional Winner, Global Finalist. Worldwide Second place in data category.
- **Hackaton HackDF 2014.** Finalist.
- **Jury member and tutor "Premio Edmundo Valadés"** in support of independent magazines Edition XVI 2013 and Edition XVII 2014. Category C, Digital Publishing, FONCA Fondo Nacional para la Cultura y las Artes.
- **First place with Mosi app.** Startup Weekend Mexico City, September 2012.
- **Second place with Mentoring Dojo.** Startup Weekend Morelia, November 2012.
- **Third place with Tixtore.** Startup Weekend Guadalajara, November 2012.
- **Included in the Directory of Mexican Design 2012.** Published by Centro and ProMexico.

CONFERENCES & WORKSHOPS (PRESENTED/MENTORED)

- **Conference: Portraits of the Past: Cultural Representations in the Age of Artificial Intelligence.** Second edition of MUTVI, Second international multidisciplinary and transdisciplinary colloquium on visualization. Universidad Autónoma Metropolitana Azcapotzalco. March 25, 2024.
- **Speaker.** 20th International Congress on Designing for Humanity. Regenerative. Anahuac University Mexico. October 12, 2023.
- **Conference: Design of a Thematic Map for a Visual Representation of Electoral Data in Mexico.** Seventeenth International Conference on Design Principles & Practices, Polytechnic Institute of Lisbon, Lisbon, Portugal, March 29-31, 2023.
- **Lecture: The information designer facing the diversity of technological tools to visualize data.** 9o ciclo de conferencias: Seminario-taller de tecnología digital y diseño 2022. Aplicación e impacto de las tecnologías digitales y el diseño en la sociedad 2022. Universidad Autónoma Metropolitana Azcapotzalco. November 7, 2022.
- **Conference: Antecedentes de la visualización de datos georreferenciados.** De los métodos y las maneras. Octavo coloquio de metodología en el posgrado de Diseño. UAM Azcapotzalco Coordinación de Posgrado de CyAD. November 24, 2021.

- **Conference: Periodismo digital y elecciones a partir de la visualización de datos.** October 15, 2021. Jornadas de Investigación: Protagonistas del cambio UAM Azcapotzalco.
- **Design Mentor:** Camp Camp Mexico 2019, May 4-5 2019. Morelos. Kubadili, Wingu.
- **Workshop: Information Design and data visualization for NGOs with IBM Watson analytics.** Wingu. November 14th 2017 Telmex Hub.
- **Mentor:** RETO FUTUROS DIGITALES UK-MX 2015, June 19-21 2015. Centro de Cultura Digital British Council.
- **Conference: Diseño de Información, ayer y hoy.** November 5th 2014. Metaforma II. Universidad del Valle de México, Lomas Verdes.
- **Course/Workshop: UX/UI Design.** 9-13 December 2013. Universidad La Salle México.
- **Book presentation: Alma Mexico.** May 9 2012 CENTRO, Diseño, Cine y Televisión, México.

COURSES TAKEN

- **ENES608.3: Product Design, Prototyping, and Testing.** USMx, University System of Maryland. April 2022.
- **SCRUM Fundamentals Certified.** SCRUMstudy VMedu. February 2022.
- **ETD-TD2x: Estrategia y Transformación Digital.** TecdeMonterreyX, Tecnológico de Monterrey. December 2021.
- **Análisis del desarrollo electoral mexicano.** División de Ciencias Sociales y Humanidades. UAM Azcapotzalco. México. March 2021.
- **Introducción a los sistemas de información geográfica con QGIS.** Universidad Iberoamericana. México. May 2020.
- **Introducción al uso y representación de información geoespacial.** Centro de Investigación en Geografía y Geomática, plataforma MéxicoX. México. May 2020.
- **Diploma: Big Data and Strategic Development.** Centro, Diseño Cine y Televisión. México, 2019.
- **Cinta Negra FrontEnd Batch 18, DevF.** Angelo Luna. January 29 to March 23 2018. Impact Hub, México.
- **Cinta Roja Batch 16, DevF.** Eliel Hernández, web development with python. August 28-October 20 2017. Impact Hub, México.
- **Interactives with MAX/MSP+Jitter, Workshop.** Adrián Segovia (Mexico). Programa de Formación Centro Cultural Border. Mexico City, 2013.
- **Calligraphy, Course-Workshop.** Joaquín Seguí (Argentina), Drama Workshops. March 21-April 25, Mexico City, 2013.
- **Craft Bookbinding.** Level 3 Award. London College of Communication. University of the Arts London. 2005.

- **Typographic Composition, Workshop.** André Gürtler (Switzerland), 18-23 November 2002 Universidad Iberoamericana Mexico City.
- **Poster Design, Workshop.** Günter Schmidt (Germany), 12-16 September 1994. Trama Visual, Mexico City.

EVENTS ATTENDED

- **Vis y gins** Espacio Nativo. December 3rd 2024.
- **Open Data Day Mexico City 2024** Espacio Nativo. March 2nd 2024.
- **OFFF México 2022** October 13-14 2022.
- **Talent Land 2022.** Guadalajara. July 20-24 2022.
- **ETHMexico 2022.** August 19-21 2022.
- **ETHonline 2022.** September 2-28 2022.
- **Open Data Day Mexico City 2019** Centraal. March 2nd 2019.
- **INFOVIS 2018** UAM Cuajimalpa, Mexico. November 19 2018.
- **VISIONPLUS Mexico 2018** UAM Cuajimalpa, Mexico. October 29-31 2018.
- **7o Foro Latinoamericano de Medios Digitales y Periodismo 2017** October 18-19 2018.
- **Hackathon Electoral** May 18-19 2018.
- **6to Foro Latinoamericano de Medios Digitales y Periodismo 2017** November 9-10 2017.
- **INFOVIS 2017** Centro Cultural Tlatelolco, Mexico. October 30-31 2017.
- **Abierto Mexicano de Diseño 2017** October 18-22 2017.
- **OFFF México 2017** September 25-26 2017.
- **Startup Bus 2017** July 31-August 4 2016. Mexico New Orleans, Luisiana USA.
- **Abierto Mexicano de Diseño 2016** October 19-23 2016.
- **OFFF México 2016** September 30-October 1st 2016.
- **Startup Weekend FinTech Mexico city** June 10-12 2016.
- **Startup Bus 2016** May 15-19 2016. Mexico-Boulder Colorado USA.
- **Abierto Mexicano de Diseño 2015** October 21-25 2015.
- **ConDatos 2015** September 9-10 2015. Santiago de Chile.
- **ABRE LATAM 2015** September 7-8 2015. Santiago de Chile.
- **OFFF México 2015** September 25-26 2015.
- **Talleres de SenseCube México. Agua Urbana.** Archipiélago coworking. June 12-13 2015.
- **Periodismo, datos (y mezcales)** SocialTIC en Wayra México. May 6th 2015.
- **HackCDMX 2015** Laboratorio para la Ciudad. March 6, 7, 8 2015.
- **Hackathón SIVI, Sin violencia en internet.** Telmex Hub. February 27-28 2015.
- **Global Urban Data Fest 2015** February 21-22 2015.
- **Open Data Day Mexico City 2015** Centraal. February 21st 2015.

- **HacedoresCDMX Taller: Arduino for beginners** November 16th 2014.
- **Abierto Mexicano de Diseño 2014** November 12-16 2014.
- **DAL, Desarrollando América Latina 2014, Apps Challenge** October November 8th 2014.
- **SG Virtual Conference 2014** 7th edition, October 22 2014.
- **CONDATOS México 2014, II Conferencia regional de Datos Abiertos en América Latina y el Caribe.** October 1-2 2014.
- **LabConDatos 2014** October 1-2 2014.
- **ABRE LATAM México** September 30 2014.
- **OFFF México 2014** August 28, 29, 30 2014.
- **Hackatón regional La ruta del dinero** Hacks/Hackers Socialtic Universidad Iberoamericana, June 7th 2014.
- **Open Data Day Mexico City 2014** February 22 2014.
- **HackDF, AppChallenge** January 24-26 de 2014.
- **MigraHack** April 4, 5 and 6 2014, Universidad Iberoamericana, México.
- **Startup Weekend Mexico city** February 28-March 2nd 2014.
- **Chicas Poderosas México.** ICF event (The International Center for Journalists). February 8, 9 y 10 2014.
- **Datos, desarrolladores y cultura digital** Foro MUJAM, November 9 2013.
- **Abierto Mexicano de Diseño 2013** November 2013.
- **SG Virtual Conference 2013** October 23-24 2013.
- **Conversatorio. Herramientas Digitales En Apoyo a Periodismo Musical** Centro de Cultura Digital, September 19 2013.
- **OFFF México 2013** August 15, 16 y 17 de Agosto de 2013.
- **The Lean Startup Conference Mexico City, Livestream.** Tecnológico de Monterrey Santa Fe. December 3th 2012.
- **Startup Weekend Morelia** November 16-18 2012.
- **Startup Weekend Guadalajara** November 9-11 2012.
- **Cutout Fest 2012** November 2012, Querétaro México.
- **Congreso Mundial de Diseño, 12a BICM Bienal Internacional del Cartel en México** November 1-4 2012, Querétaro México.
- **8va CMDP México 2012. Cumbre Mundial de Diseño en Prensa** September 24, 25 y 26 2012.
- **Startup Weekend Mexico city** September 7-9 2012.
- **OFFF México 2012** August 17-18 2012.
- **Latin Flash Tour 2010-México** October 29-30 2010.