

Ivan Hernandez.

Skills

Artistic Direction
Branding & Identity
Photo Art Direction
Packaging Design
Strong Presenter
Creative Leadership

Contact

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Located in United States
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<https://ivandesignlab.com>

Portfolio.



Hey, I'm Ivan—an art director and multidisciplinary senior designer with deep expertise in crafting cohesive brand identity systems and innovative packaging **solutions.**

Ivan Hernandez.

**Fluent in the language of design,
I bring a sharp eye for aesthetics,
a deep understanding
of user experience principles, and
the technical proficiency
to guide work from concept through launch.**

Languages

English 90% (Progress)
Spanish 100% (Native)
French 30% (Basic)

Hobbies

Mountain Bike (35%)
Running 5-7K (90%)
Creative Games (40%)
German Pilsner (15%)

Awards

May 2014 P&M,
Yearbook Best Identity
Concepts awards Categories:
(Logo) (Packaging)

May 2015 P&M,
Yearbook Best Identity
Concepts awards Categories:
(Logo Design) (Food Packaging)

May 2011 P&M,
Yearbook Best Identity
Concepts awards Categories:
(Logo Design) (Identity)

Software

Illustrator (90%)
PhotoShop (90%)
InDesign (75%)
KeyShot 8 (70%)
Dimension (80%)
AdobeXD (70%)
Figma (70%)
Canva (50%)

Others

Word (50%)
Excel (50%)
Power Point (70%)

01 Tech Packaging

SOAR + NFL Appliances

2023 - 2024

(Logo Design)(Packaging)(3D Product)

SOAR - Micro Buds

2023 - 2024

(Packaging)(3D Product)

SOAR + NFL Boombox

2023 - 2024

(Logo Design)(Packaging)(3D Product)

SOAR - Digital Ear Buds

2023 - 2024

(Packaging)(3D Product)

SOAR + HSN-TV

2023 - 2024

(Packaging)(3D Product)

Sharper Image Packaging

2023 - 2024

(Logo Design)(Packaging)(3D Product)

02 Branding + Pkg

Hemo-rage Typo & Label design

2021 - 2022

(Logo Design)(Packaging)

Brinko Packaging

2019

(Packaging)(Typography)

Best-mart Gas Station

2016 - 2017

(Identity Design)(Interior Design)

Quarks Technology

2015 - 2016

(Logo Design)(App Development)

Tio Campo Alimentos

2014 - 2016

(Logo Design)(Packaging)(3D Product)

Conexion Software

2013 - 2014

(Logo Design)(Packaging)(3D Product)

03 Digital Product

Amazon Landing Page

2022 - 2023

(Web Landing Page) (Photography)

Nissan Orlando

2017

(Web Landing Page)(Photography)

Mac Donals Web

2017

(Web Landing Page)(Photography)

04 Product JC Penney

Peanuts Mat

2024 - 2024

(Design)(Creativity)

Peanuts Mouse Pad

2024 - 2024

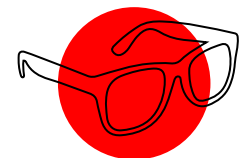
(Design)(Creativity)

Peanuts Handwarmer

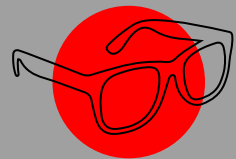
2024 - 2024

(Design)(Creativity)

Projects.



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Packaging.

01 Tech Packaging

SOAR + NFL Appliances

2023 - 2024

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(Logo Design)(Packaging)(3D Product)

SOAR - Digital Ear Buds

2023 - 2024

(Packaging)(3D Product)

SOAR + HSN-TV

2023 - 2024

(Packaging)(3D Product)

SOAR - Gamebox

2023 - 2024

(Packaging)(3D Product)

Sharper Image Packaging

2023 - 2024

(Logo Design)(Packaging)(3D Product)

SOAR + NFL - Identity and Packaging.

01



SOAR x NFL: where innovation meets the iconic energy. One model, every team, endless fan pride. Inspiring colorways, unified and elevated.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR + NFL
Product: Appliances
Ref: Game Day Eats
Status: Progress

SOAR - Identity and Packaging.

01



SOAR strips it back to what matters—identity. One silhouette, reimagined in inspiring colors to represent every voice. The simplicity is intentional. It's clean. It's bold. It's Micro.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR
Product: EarBuds
Ref: Game Day Eats
Status: Released

SOAR + NFL - Identity and Packaging.

01



SOAR x NFL drops the ultimate fan essential—LED speaker and team pride. One powerful design, 32 bold identities. Light it up. Turn it up. Rep your team, your way.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR + NFL
Product: Led Speaker
Ref: Elevate your Game
Status: Printed

SOAR - Identity and Packaging.

01



SOAR drops the essentials—earbuds with power on deck and bold colors. Big energy. All-in-one sound + charge, built to move.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR
Product: EarBuds
Ref: Digital Collection
Status: Released

SOAR - Identity and Packaging.

01



SOAR revives the retro with a playful twist. Pocket-sized fun, vibrant colors, and classic games made fresh. Easy to carry, hard to put down—made for every generation.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: HSN-TV-USA
Product: Mini Game
Ref: Retro Games
Status: Released



Designed to turn heads—literally. This swivel power hub combines smooth curves, vibrant colors, and smart function in one sleek design.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: HSN-TV-USA
Product: Swivel
Ref: Power Strip
Status: released

Shaper Image - Packaging.

01



Sharper Image—one of America’s most trusted lifestyle brands. A cohesive identity built on simplicity, usability, and modern design. Bringing new products to life with purpose.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: Shaper Image
Product: Home Office
Ref: Power Hubs
Status: Printed

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Branding.

02 Branding + Pkg

Hemo-rage Typo & Label design

2021 - 2022

(Logo Design)(Packaging)

Brinko Packaging

2019

(Packaging)(Typography)

Bestmart Gas Station

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Tio Campo Alimentos

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(Logo Design)(Packaging)(3D Product)

Conexion Software

2013 - 2014

(Logo Design)(Packaging)(3D Product)

Nutrex Research - Packaging.



HEMO-RAGE breaks the mold with wild, high-impact typography. Bold illustrations and raw textures push the limits of traditional fitness design. A visual blast of energy of the power inside.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: Nutrex Research
Product: Hemo-rage
Ref: Unleashed
Status: Release



A burst of joy in every spoon—vibrant illustrations and playful typography lead the way. Made to spark smiles, curiosity, and imagination from the very first glance.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
Wacon Intuos Pro
(Illustration)

Info

Client: Tio Campo
Product: Brinko
Ref: Yogurt
Status: Printed

Bestmart - Store Design



02

Designing a brand for a large franchise store meant building a system that is bold, adaptable, and consistent across diverse formats and retail environments.

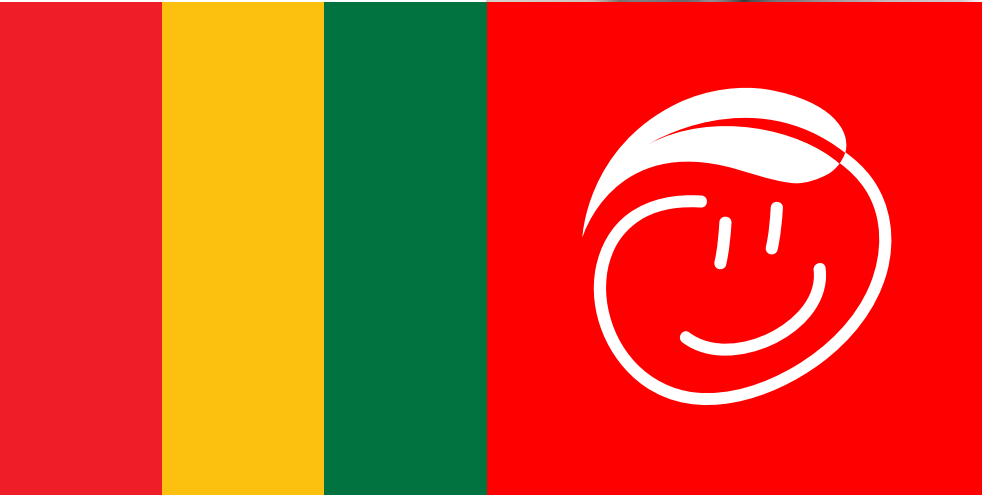
Software

Illustrator (Graphics)
PhotoShop (Imagery)
NikonProStyle
(Photography)

Info

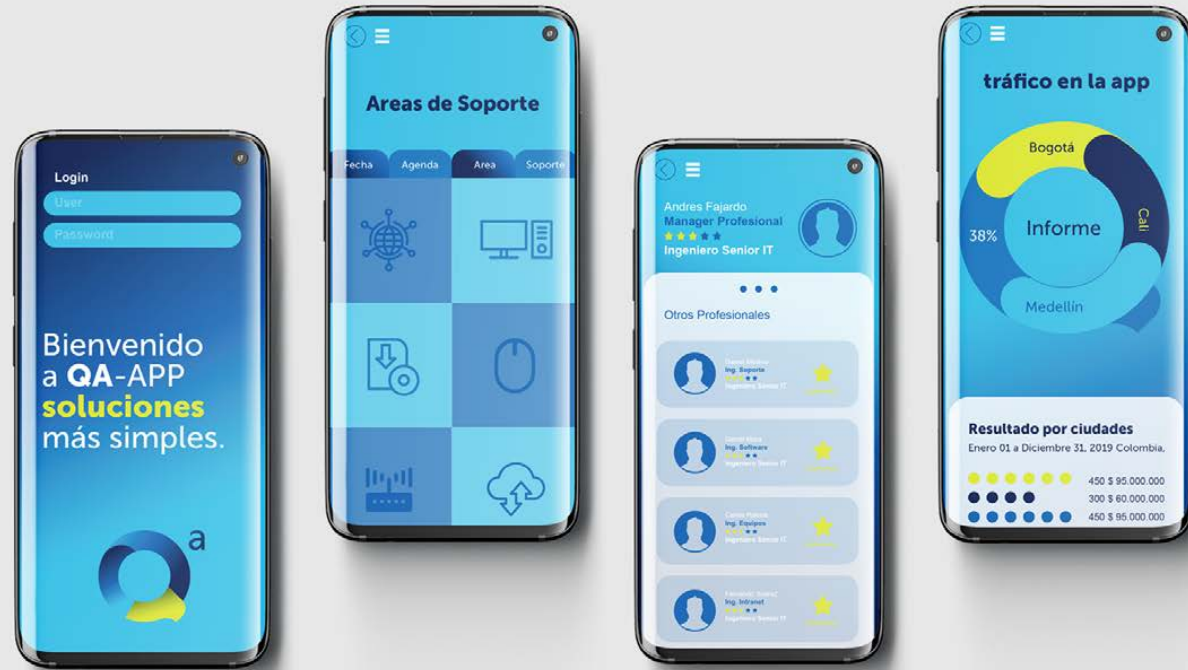
Client: Unigas
Product: Bestmart
Ref: Store design
Status: Done

Bestmart - Store Design



Quarks - Identity App Development

02



I designed a mobile app using design thinking to simplify IT operations. It provides location-based support and clear visual instructions, making it easy for anyone—even without tech experience—to solve tech issues fast.

Software

Illustrator (Graphics)
XD (Interaction)
WaconIntuosPro
(Photography)

Info

Client: E-Quarks
Product: Identity and App
Ref: More Service
Status: Released

Quarks - Identity - Logo



Software

Illustrator (Graphics)
PhotoShop (Imagery)

Info

Client: Quarks
Product: Brand
Ref: Soluciones
Status: Released

TioCampo - Packaging

02



This water bottle design embraces simplicity with an organic, transparent aesthetic—like water itself. A cohesive identity flows through bright, refreshing colors that catch the eye.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: TioCampo
Product: Agua pura
Ref: Springs Water
Status: Released



Bright, playful packaging that instantly communicates the heart of the brand: clean ingredients, thoughtful processing, and the charm of a small-batch dog food maker.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: Molinos Boyaca
Product: Canimax
Ref: Dog Natural Care
Status: Released



What began as halfway-built software transformed through vision, creativity, and care. With a strong logo, thoughtful packaging, and a rock-solid product, the brand found its voice.

Software

Illustrator (Graphics)
 PhotoShop (Imagery)
 KeyShot 8 (pkg)
 Dimension (Render)

Info

Client: Syscom
 Product: Conexion
 Ref: POS-Services
 Status: Released

Ivan Hernandez.

03 Digital

Amazon Landing Page

2023 - 2024

(Web design XD)(Photography)

Nissan Orlando

2018 - 2018

(Web Landing Page)(Photography)

Mac Donals Web

2018 - 2018

(Web Landing Page)(Photography)

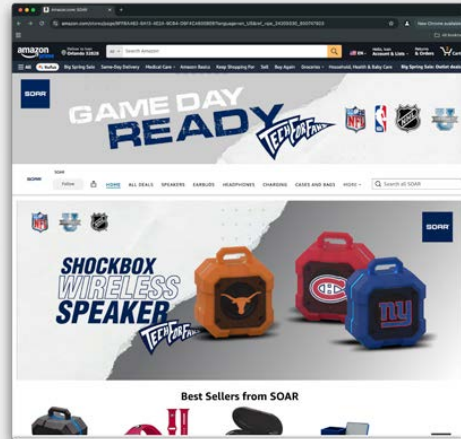


Digital_Product.

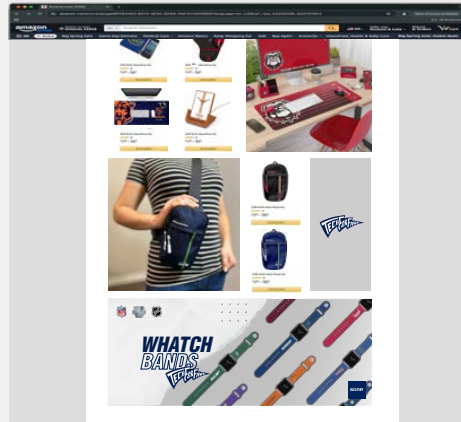
Soar - Amazon Site

03

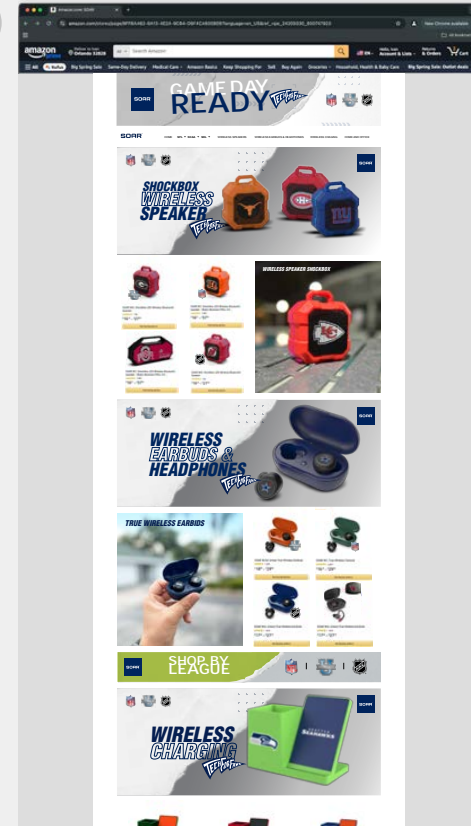
1



Landing 100%



2



Scroll Down Layout

I designed a high-performing Amazon storefront for a brand generating over \$4M annually, overcoming platform limitations, tight deadlines, brand challenges, and complex product setup.

Software

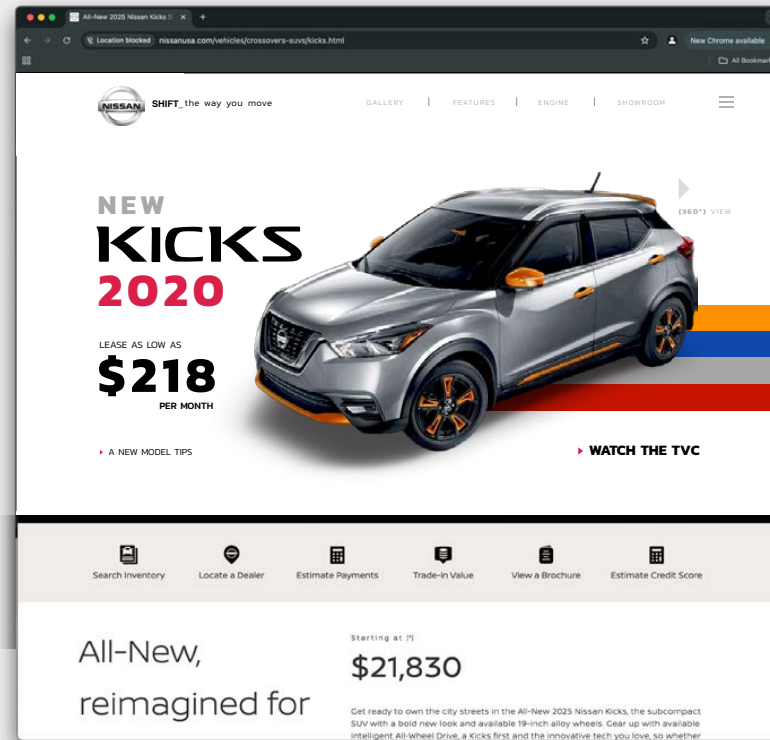
Illustrator (Graphics)
PhotoShop (Imagery)
AdobeXD (Interaction)
Iphone15Pro(Photography)

Info

Client: Soar
Product: Amazon Landing
Ref: Web Site
Status: Released

Nissan - Kicks Landing

03



Wire-framing sets the structure, mapping out layout and user flow. Prototyping brings ideas to life, testing interactions before development. Testing and debugging ensuring a smooth, responsive design.

Software

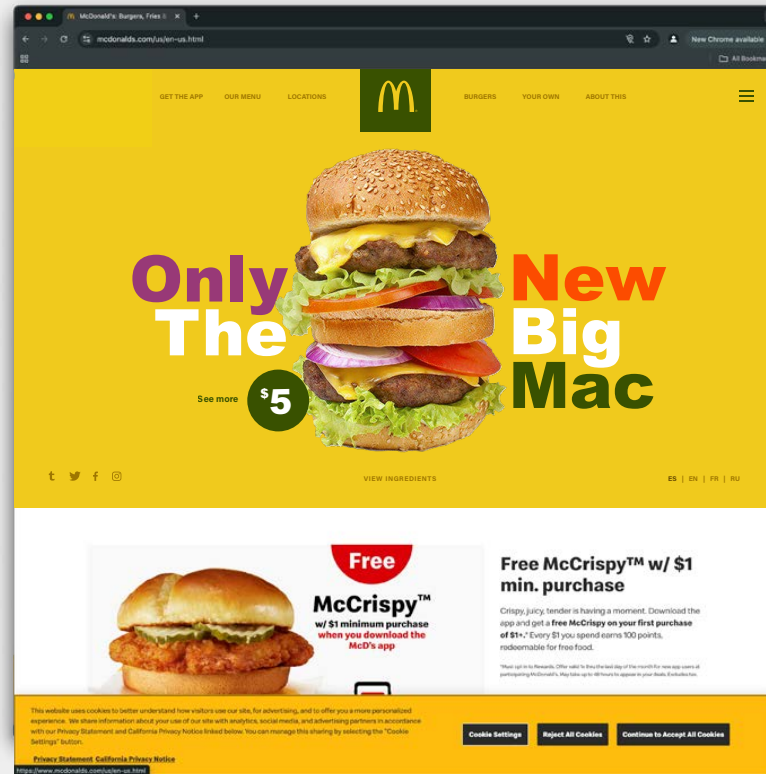
Illustrator (Graphics)
PhotoShop (Imagery)
AdobeXD (Interaction)

Info

Client: Ogilvy
Product: Nissan Landing
Ref: Kicks
Status: Released

McDonalds - Launch Web

03



Wire-framing sets the structure, mapping out layout and user flow. Prototyping brings ideas to life, testing interactions before development. Testing and debugging ensuring a smooth, responsive design.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
AdobeXD (Interaction)

Info

Client: Ogilvy
Product: McDonalds
Ref: Web Site Front End
Status: Released

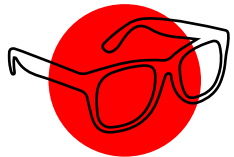
Ivan Hernandez.

04 Product Trends

Peanuts Mat
2024 - 2024
(Design)(Creativity)

Peanuts Mouse Pad
2024 - 2024
(Design)(Creativity)

Peanuts Handwarmer
2024 - 2024
(Design)(Creativity)



Product_Trends.

Peanuts - Mat

04



Developed a wide-format Snoopy computer mat merging nostalgic appeal with modern desk aesthetics. Balanced creative freedom with brand-appropriate storytelling.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR
Product: Mausepad
Ref: Peanuts, JC Penney
Status: Released

Peanuts - Hand Warmer

04



Designed a winter-themed Snoopy hand warmer, blending Peanuts' classic charm with seasonal warmth. Focused on creative playfulness and brand-true approachability within licensed guidelines..

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR
Product: Mausepad
Ref: Peanuts JC Penney
Status: Released

Peanuts - Mouse Pad

04



Created a fun and functional Snoopy mouse pad that captures the playful essence of Peanuts while aligning with brand licensing standards. Prioritized visual charm and everyday usability.

Software

Illustrator (Graphics)
PhotoShop (Imagery)
KeyShot 8 (pkg)
Dimension (Render)

Info

Client: SOAR
Product: Mausepad
Ref: Peanuts JC Penney
Status: Released

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Looking to bring my expertise and leadership to a dynamic team that values bold, engaging, and results-driven design.

Thankyou.

