HANSEL NORIEGA

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DIGITAL MEDIA DESIGNER/EDUCATOR — LOS ANGELES AREA, CALIFORNIA

CAREER SUMMARY

Bilingual educator and creative designer with over a decade of experience in branding, marketing, graphic design, and user experience. Combines industry expertise with classroom teaching experience to develop engaging, culturally responsive learning environments and creative instructional materials that support diverse student needs. Proven ability to lead creative initiatives, collaborate across teams, and deliver impactful projects that strengthen communication, increase engagement, and support organizational and educational goals.

EDUCATION

Master of Prof. Studies (MPS), Design Management — **May 2015**
Pratt Institute, New York

Bachelor of Arts (BA), Art — **February 2009**
Brooklyn College, City University of New York

User-Centered Design, (UX/UI), Certificate — **June 2023**
Parsons School of Design, The New School, New York

Digital and Graphic Design Production Certificate — **July 2011**
New York University, New York

TEACHING APPOINTMENTS

Graphic Design and Spanish Instructor | North Hills Prep, The Help Group | Los Angeles, CA — **August 2025 - Present**

High School Graphic Design and Spanish instructor skilled in curriculum development, differentiated instruction, and culturally responsive teaching. Created lessons tailored to diverse learning needs. Contributed to a 15% improvement in academic performance in Spanish class compared to previous semester scores. Fostered an inclusive classroom environment that encouraged communication, collaboration, and personal growth.

- **Spanish Class:** Lesson planned semester long lectures using LAUSD, state-approved curriculum to teach high school Spanish. Build language vocabulary, grammar, reading, and conversational skills through interactive and engaging activities with students.
- **Spanish Class:** Designed differentiated lesson plans to accommodate diverse learning styles, language proficiency levels, and individual student needs. Monitored academic performance, attendance, and participation to identify opportunities for additional support for each student.
- **Spanish Class:** Integrated Latino history, traditions, literature, and cultural celebrations into classroom instruction to foster cultural awareness, understanding, and appreciation. Lessons explored the historical significance of Hispanic Heritage Month, the cultural traditions and symbolism of Día de los Muertos, and the rich storytelling and folklore of Latin America. Led a Black History Month project researching Afro-Latino figures; students created infographics and a class website to display their work.
- **Graphic Design Class:** Developed and delivered engaging lessons covering typography, branding, and visual communication in advertising. Introduced students to Adobe Photoshop and Illustrator through hands-on, project-based assignments that strengthened their technical skills, creativity, and understanding of graphic design principles.
- **Graphic Design Class:** Incorporated interactive activities based on interest and suggestions of the classroom. Lessons included company case studies, branding strategies, and real-world advertising campaigns to explore successful marketing and viral trends. Facilitated hands-on learning experiences, research projects, and student presentations.
- **Video Game Club:** Led and coordinated Video Game Club for High School, fostering active involvement through extracurricular activities for students. Discussions in video game club centered around examining game mechanics, storytelling, user engagement, and applications of gamification.
  Year Book Club: Co-led with faculty, guiding students through the creative process of brainstorming, designing, and producing the school yearbook.

Teacher's Aide K–12 (Kindergarten to 12th grade) | North Hills Prep, The Help Group | Los Angeles, CA — **January 2025 - Present**

Supported elementary classroom instruction by assisting teachers with daily lessons, student assessments, and academic records. Provided individualized learning support across multiple subjects to encourage student growth, engagement, and academic success.

- Assisted lead teachers with daily classroom activities and lessons. Provided one-on-one academic support to students across elementary, middle, and high school grade levels. Supported student learning in mathematics, U.S. history, social studies, Spanish, graphic design, and media arts.
- Monitored student progress and communicated observations to the lead teacher. Assisted with grading assignments, tracking classroom attendance, and maintaining accurate academic records to support student performance and classroom performance goals.

Contracted Teacher's Aide K–12 (Kindergarten to 12th grade) | The Education Team | Los Angeles, CA — **October 2024 - December 2024**

Supported elementary classroom instruction by assisting teachers with daily lessons, student assessments. Provided individualized learning support across multiple subjects to encourage student growth, engagement, and academic success.

- Assisted with classroom activities, student supervision, and general academic support. Provided one-on-one assistance to students across multiple subjects, including reading, writing, social studies, Spanish, mathematics, and art. Supervised students and managed classroom activities while lead teachers attended parent-teacher meetings during class time, IEP meetings, and provided coverage during planning periods.

UNIVERSITY GUEST LECTURES

Guest Lecturer: Spanish for Business (SPAN 403) | California Lutheran University | Thousand Oaks, CA **October 2024**

Culturally Responsive Design in Marketing and Advertising: Presented a guest lecture examining Latin American branding and advertising campaigns, helping students understand how cultural identity and diversity shape marketing strategies and visual communication.

- Discussed ethical branding, authentic representation, and adaptation beyond literal translation without stereotyping diverse audiences.
- Examined how cultural and linguistic differences shape marketing, advertising, and visual communication in the Spanish-speaking world.

Guest Lecturer: Social Psychology (PSYC 401) | California Lutheran University| Thousand Oaks, CA **November 2023**

Marketing, Branding, and Consumer Identity: Presented a guest lecture examining successful branding campaigns, consumer behavior, and digital marketing trends to demonstrate how companies connect with audiences and build brand recognition. Discussions include, social medai, video and print.

- Discussed how social identity and cultural characteristics influence audience perceptions and marketing strategies.
- Examined how culturally responsive branding and visual communication can engage diverse audiences while promoting authentic representation and avoiding stereotypes.

Guest Lecturer: Mass Communications (COMM 101) | California Lutheran University | Thousand Oaks, CA **October 2023**

Advertising and Visual Communication Across Diverse Audiences: Presented a lecture on the fundamental principles for designing effective advertisement and marketing projects. Discussion of classroom topics included target audience analysis, creative strategy development, and the use of digital tools with current platforms. Engaged with students through interactive discussions and provided practical insights based on industry experience.

- Discussed marketing strategies for diverse audiences, focusing on clear messaging, visual communication, and cultural awareness.
- Explored how typography, imagery, color, and layout help communicate clear messages, engage diverse audiences, and improve advertising effectiveness.

RESEARCH AND CREATIVE ACTIVITIES

Resy Mobile Application Usability Study | UX Design Institute | Los Angeles, CA **October 2023**

Conducted user-centered research with six participants to improve digital restaurant services, evaluating restaurant searches, bookings, and reservations through usability testing to identify challenges and recommend design improvements.

- Studied restaurant discovery, information access, booking, and reservation modification with six participants.
- Used task-based usability testing, observations, completion and time measures to identify interface bottlenecks and recommend improvements.

Exploring Lighting Cultures: Impactful Illumination | Pratt Institute | New York, NY **May 2015**

Peer research on how community needs, leadership, technology, and design can improve urban spaces. Findings highlighted how lighting design can strengthen community connections, support local businesses, and create safer, more welcoming environments. The research helped develop the Impactful Illumination Model, which focuses on community involvement and sustainable city design.

- Contributed to research on illumination, cultural identity, public experiences, and community development, drawing on literature, international case studies, stakeholder interviews, and fieldwork.
- Case study researched New York City and how lighting design and architecture improve public spaces, bring communities together, and support economic growth for tourism, locals and business.
- Researched Medellín, Colombia, and summarized how lighting design, urban development, and community involvement improved public spaces, promoted safety, and supported economic growth.

SELECTED EXHIBITIONS AND PRESENTATIONS

Mobile Innovation Week | Mobile Arts Council | Mobile, AL **November 2019**

Mobile Innovation Week encourages entrepreneurs to develop and present creative business ideas through competitions, networking, and community events. The program supports innovation, business growth, and economic development in the Mobile area.

- Collaborated with fellow designers to develop and pitch a business concept to prospective investors for funding consideration.
- Applied visual communication, design thinking, and entrepreneurial presentation skills; no funding award claimed.

Digital Art and Photography Exhibition | Mobile Arts Council Gallery @ Room 1927 | Mobile, AL **November 2016**

The Community Gallery features monthly exhibitions by local and regional artists, giving them a space to share their work. Through exhibitions and events, the gallery brings artists and the community together while supporting arts and culture.

- Displayed original digital artwork combining digital art and photographic elements in a gallery showcase.

PROFESSIONAL DESIGN EXPERIENCE

Contract Creative Designer | Los Angeles, CA **March 2023 - September 2024**

Skillfully accomplished a range of creative design projects for a diverse clientele. Collaborated effectively with clients to thoroughly comprehend their needs, resulting in the impactful delivery of completed projects.

Client | The Help Group's North Hills Prep (NHP), Graphic Designer
Created digital newsletters to improve communication, promote academic activities, and strengthen engagement between faculty and families. Worked on graduation ceremony programs, middle school promotion brochures, and monthly school posters while ensuring a consistent visual identity across digital and print materials. Collaborated with faculty to create instructional infographics, classroom worksheets, and educational presentations that supported lesson objectives.

Client | AirVitalize, Social Media Specialist
Execute digital marketing strategies to boost brand visibility and engagement across LinkedIn, Facebook, Instagram, TikTok, and X (formerly Twitter). Partner with the company founder to create content for various communication channels, including social media updates (video, infographics), email newsletters, company white paper, and event flyers. Align content with the company's vision, values, strategic objectives, and target audiences.

Client | La Ibero: Universidad en Bogotá Colombia, Presentation Designer
Designed a 27-slide deck for the Academic Dialogues from the Border: A Meeting with International Perspectives from the U.S. conference held at Universidad Iberoamericana. Collaborated with three University Professors to ensure targeted messaging through visual design and engaging communication with text, infographics, and video.

Graphic Designer, Level Three | Beyond Limits | Los Angeles, CA **April 2021 - February 2023**

Applied expertise in strategic design thinking to enhance branding. Projects ranged from optimizing social media content to improving online engagement. Revamped the design of the company's website to heighten the visual aesthetics. Organized online content according to importance and functionality while upholding brand identity.

- Increased the combined follower count on Twitter, LinkedIn, and Facebook from 10.6k to 14.1k. The improvements were derived from a strategic shift in the brand's direction and the creation of engaging video content. By utilizing data analytics, all platforms collectively gained 3.5k new followers by the end of 2022.
- Successfully met the product launch date for the website redesign to release the new company product into the market, LUMINAI Refinery Advisor. Continuously met with the developers of the partnered agency to implement the new design and accomplish this goal. The redesign garnered 92k web sessions across international markets. More key performance indicators (KPI) measured bounce rate reduction by 15.7% on webpages. Performance metrics demonstrated improvements in page views per session, visitor count and session duration by users.
- Incorporated new branding direction with a partnered agency to the main Product and Solution webpage of the company's website. The rollout consisted of new UI design elements such as icons, digital graphics, animation, and video content. Relaunch of the Product web page generated 1.5k marketing qualified leads (MQL) for the sales team in 2022.
- Created banners, brochures, business cards, trade show display stands, and booth designs. Maintained consistent company branding for international conferences held in the USA, Middle East, and Asia-Pacific regions.

Contract Creative Designer | Los Angeles, CA - Mobile, AL **July 2016 - March 2021**

Worked with different teams and company leaders to develop creative projects that improved brand awareness, increased audience engagement, and supported marketing goals.

Client | Halo Top Creamery Ice Cream, Graphic Designer
Developed in-store banner ads for the company in Q2 2017. The advertisement was displayed in Ralphs and Vons supermarkets across 292 stores in Southern California. The banner aimed to position and promote Halo Top frozen desserts in specific aisles to attract consumers and support cross-selling marketing efforts.

Client | Spring Hill College, Psychology Department, Presentation Designer
Designed a 24-slide presentation for a conference event featuring a guest speaker from the Psychology Department. Created a seminar advertisement to promote student club events focused on exploring doctorate programs and building strong applications for graduate school.

Client | The Estée Lauder Companies, Presentation Designer
Collaborated with the Senior Vice President of Consumer Insight to design a deck for a meeting with the Executive Estée Lauder Committee. The agenda centered on a five-year plan "How to Target Consumers with Digital Marketing". The 44-slide presentation focused on detailed strategies for engaging customers through online marketing. Responsibilities include creating animated charts and structuring the content of the presentation.

Client | Healthy Humor, Graphic Designer
Created a 70-card baseball-themed deck featuring characters from Healthy Humor. Retouched photography used in artwork, including color correction, blemish removal, skin tone adjustments, and enhancements to lighting and shadows. Overall design composition focused on reducing visual clutter and clear content hierarchy for the deck.

Client | Ogden & Epker Psychological Clinic, Brand Designer
Built a new brand identity around patient care services to promote the business for a Neurological conference held on the Gulf Coast. Brand recognition improved by 22% leading to an increase in booth traffic. Marketing collateral included the company logo, banner display, brochures.

PROFESSIONAL DESIGN EXPERIENCE (CONTINUED)

Graphic Designer | News Corp - News America Marketing | New York. NY **July 2011 - June 2016**

Functioned as a lead graphic designer and created digital advertising programs, marketing materials, company presentation decks, and corporate campaigns. Major accounts included some prominent names like Unilever, Coca-Cola, General Mills, Nestlé, Breyers, Procter & Gamble, L'Oréal, Kellogg's Co., Hershey's, Mars Incorporated, Mondelez International, Conagra Brands Inc, Kraft Heinz, and PepsiCo.

- Mockups of brand advertisements were customized for account meetings, aiding sales teams in the United States and Canada to successfully secure business with clients. Through these efforts, creative projects contributed to the company's revenue by generating an average of $10 million in annual client contracts.
- Spearheaded the Super Bowl XLVII (47) event campaign for the company. Project collateral included NFL player posters, themed ticket envelopes, creative banners, player signage, event brochures, and an itinerary inspired by the rich heritage of jazz and French Quarter of New Orleans architecture. The thoughtful designs received positive feedback and praise, contributing to the elevation of the brand identity for the company's corporate event. The event produced networking opportunities for the sales team, exclusive access to NFL players, and memorable experiences that nurtured client relationships and fostered ongoing business. The event resulted in a 20% increase in repeated business.
- Upheld the company's brand guidelines and identity in both digital and print marketing through the monthly consumer-branded SmartSource® magazine. Created advertisements for Consumer Packaged Goods (CPG) that were considered high-valued clients. Advertisement inserts spanned across newspapers from the United States and Canada.

SELECTED PROFESSIONAL DESIGN WORK FEATURED AT CONFERENCES AND EVENTS

Beyond Limits | Company Website
Incorporated new branding direction with a partnered agency to the main Product and Solution webpage. Relaunch of the Product webpage generated 1.5k marketing qualified leads (MQL) for the sales team in 2022.

Human Health Project | Company Website
Designed a cohesive UI website layout with the goal of improving usability on both mobile and desktop. Worked with the Product Manager, and the Development team to identify areas of concern and improve user flows.

News Corp | NFL Super Bowl XLVII (47) Client Event
Led the Super Bowl XLVII (47) event campaign for the company. Thoughtful designs received positive feedback, contributing to the elevation of the brand identity. The corporate event nurtured client relationships and fostered ongoing business for the sales team.

AIGA - Flourish Emerging Designers Conference
Served on the Executive Board for the annual AIGA conference hosted at the University of South Alabama, where I designed event presentations and assisted with event planning. Reviewed graduating students' design portfolios, provided constructive feedback to highlight their strengths, and mentored emerging designers throughout the summer to support their professional growth.

AIM Congress Conference | Marketing, Visual Communications
Designed a presentation featured at the 2022 AIM Congress in Abu Dhabi, United Arab Emirates, highlighting the connection between psychology, human behavior, and business strategies through visual communication.

ADIPEC Exhibition & Conference | Marketing Exhibition Design
Developed marketing and visual communication materials for a client to support exhibition displays, promotion, and audience engagement in Abu Dhabi, United Arab Emirates, in 2025.

News Corp | Unilever Account Executive Presentation
Collaborated with an Account Executive to create a presentation deck for a crucial meeting with the head client of Unilever. Organized and designed content for upcoming investments in product placement and business growth. This led to a 60% recovery in quarterly revenue.

Spring Hill College, Psychology Department, | Presentation
Designed a 24-slide presentation for a conference event on school campus featuring a guest speaker from the Psychology Department. Created a seminar advertisement to promote student club events focused on exploring doctorate programs and building strong applications for graduate school.

SELECTED CREATIVE AND COMMUNITY-ENGAGED PROJECTS

California Lutheran University | Hispanic-Serving Initiative and Hispanic Heritage Month

Created vibrant National Hispanic Heritage Month banners featuring colorful floral mandalas, decorative borders, and bold colors against a white background to celebrate Hispanic culture and traditions. Campus pole banners were displayed throughout the university, while Hispanic Heritage Month posters were featured in the Pederson Administration Building. Designed presentation templates for the guest speaker series, ensuring consistency with branding.

Universidad Iberoamericana, Bogotá | International Academic Conference

Designed a 27-slide deck for the Academic Dialogues from the Border: A Meeting with International Perspectives from the U.S. conference held at Universidad Iberoamericana. Collaborated with three University Professors to ensure targeted messaging through visual design and engaging communication with text, infographics, and video.

KidSTREAM Children's Museum | Women in STEM

Conceptualized, designed, and delivered printed banners, measuring 36 inches by 48 inches, to the Ventura County's Children's Museum in Camarillo, CA. The event highlighted bilingual women for their valuable contributions to society through their work in the STEM field.

Black Rhino Creative | Inspirational and Motivational Children's Literature

Designed the layout and illustrations for Craig and His Magical Basketball, a children's book written by former LA Clippers player Craig Smith. Collaborated with the senior copywriter and publisher to develop the front and back covers and interior pages. The book promotes diversity and inspires children of color through storytelling. Featured at the Los Angeles Book Festival at the University of Southern California, the book is currently available on Amazon.

SELECTED CREATIVE AND COMMUNITY-ENGAGED PROJECTS (CONTINUED)

Contributed to community outreach initiatives by improving access to healthcare resources, educational materials, and support networks for underserved populations. Helped empower individuals to make informed health decisions by creating an inclusive, multilingual digital platform that encouraged community engagement, health literacy, and accessibility.

Hack for LA | TDM Calculator Platform

Contributed to the UX design of the LA TDM Calculator, a web application developed in partnership with LADOT and Los Angeles City Planning to help real estate developers improve transportation planning and encourage public transit use. Designed an interactive prototype to improve search filters and functionality for internal and external users, incorporating developer feedback to enhance usability. Updated and maintained the project's design system to ensure consistency and improve the user experience.

Human Health Project | Health and Wellness Support Platform

Revamped the entire platform with a strong focus on user health objectives and personalization, employing a mobile-first engagement approach. The enhancements included an individually customized visitor dashboard, a personalized health literacy learning plan, online events, informative articles for navigating the US healthcare system, and a dedicated community forum for support. The redesign aimed to streamline the user experience while centering on engagement and offered multiple languages to expand user accessibility. Enhanced SEO strategies resulted in a 4.29% increase in organic search engagement in May 2023 when compared to August 2022, surpassing the performance of paid search metrics. Ensured that the visual branding complied with the guidelines specified in the organization's style guide.

MENTORSHIP, SERVICE AND LEADERSHIP

American Institute of Graphic Arts, AIGA — April 2010 - May 2020
AIGA Executive Board, Communications Director — April 2017 - July 2018

Led a team of volunteers to manage communications and connect the organization with Mobile, Alabama's design community. Managed event promotions through Eventbrite, newsletters, website updates, and social media. Mentored young designers in visual communication and professional development while supporting community engagement and maintaining consistent messaging.

LANGUAGE

Spanish - Native Proficiency
Reading, Writing, and Speaking

SOFTWARE PROFICIENCY

EXPERTISE WITH DESIGN APPLICATIONS

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe XD CC
- Figma App
- Mac OS, Keynote
- MS Office 365, PowerPoint
- Canva Pro

PROFICIENCY IN VIDEO SOFTWARE

- Adobe AfterEffects CC
- Adobe Premiere Pro CC
- Apple, Final Cut Pro