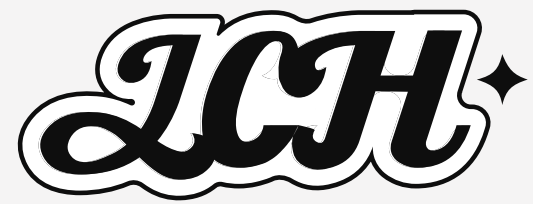


*Jose Carlos  
Hernandez*

PORTFOLIO 2023





## WHO IS JOSE HERNANDEZ?

i'm a 30 year old designer based in san francisco, california. i am both constantly inspired and always finding new ways to challenge myself creatively. i have a BA in digital art and illustration where I strengthened illustration and visual design utilization in the industry.

i enjoy working in the realms of illustration (digital and traditional) branding, merchandise (shirts, posters, pins), tattoo design, video editing and visual development - but i am very open to finding more creative outlets on any occasion.

when i'm not working, i love to go to concerts, play video games, visit my nephew and family. i have also been learning to play guitar recently since receiving one a gift!

### OUTSIDE OF ILLUSTRATION + DESIGN, I ALSO LIKE:

animals

ceramics

amusement parks

reading

movies

cooking

movies

music

art gallerys

concerts





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## SOFTWARE

photoshop

illustrator

figma

indesign

after effects

procreate

blender

## DISCIPLINES

illustration

cover art

brand identity

marketing

social media

creative direction

tattoo art

video editing

marketing

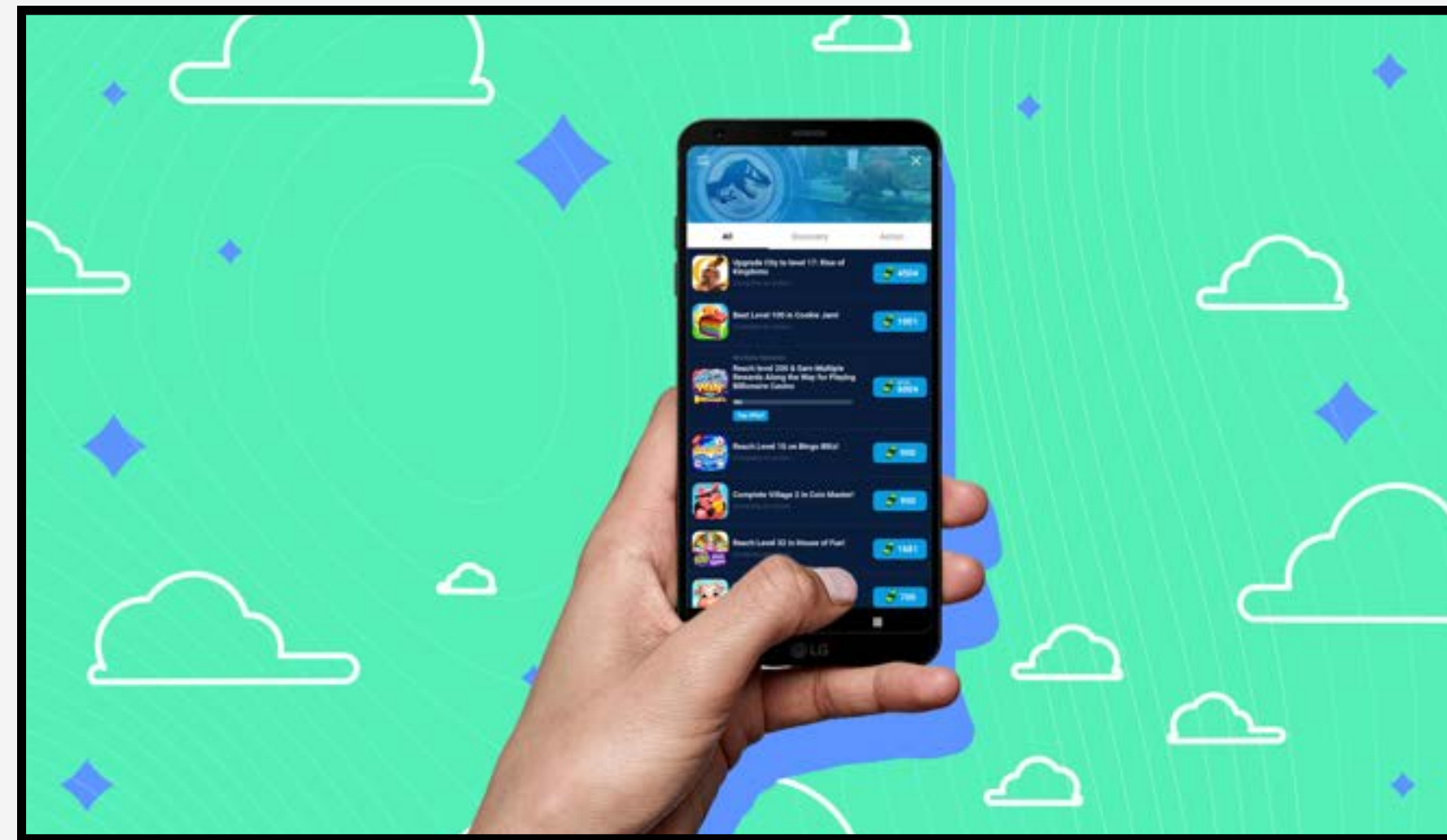
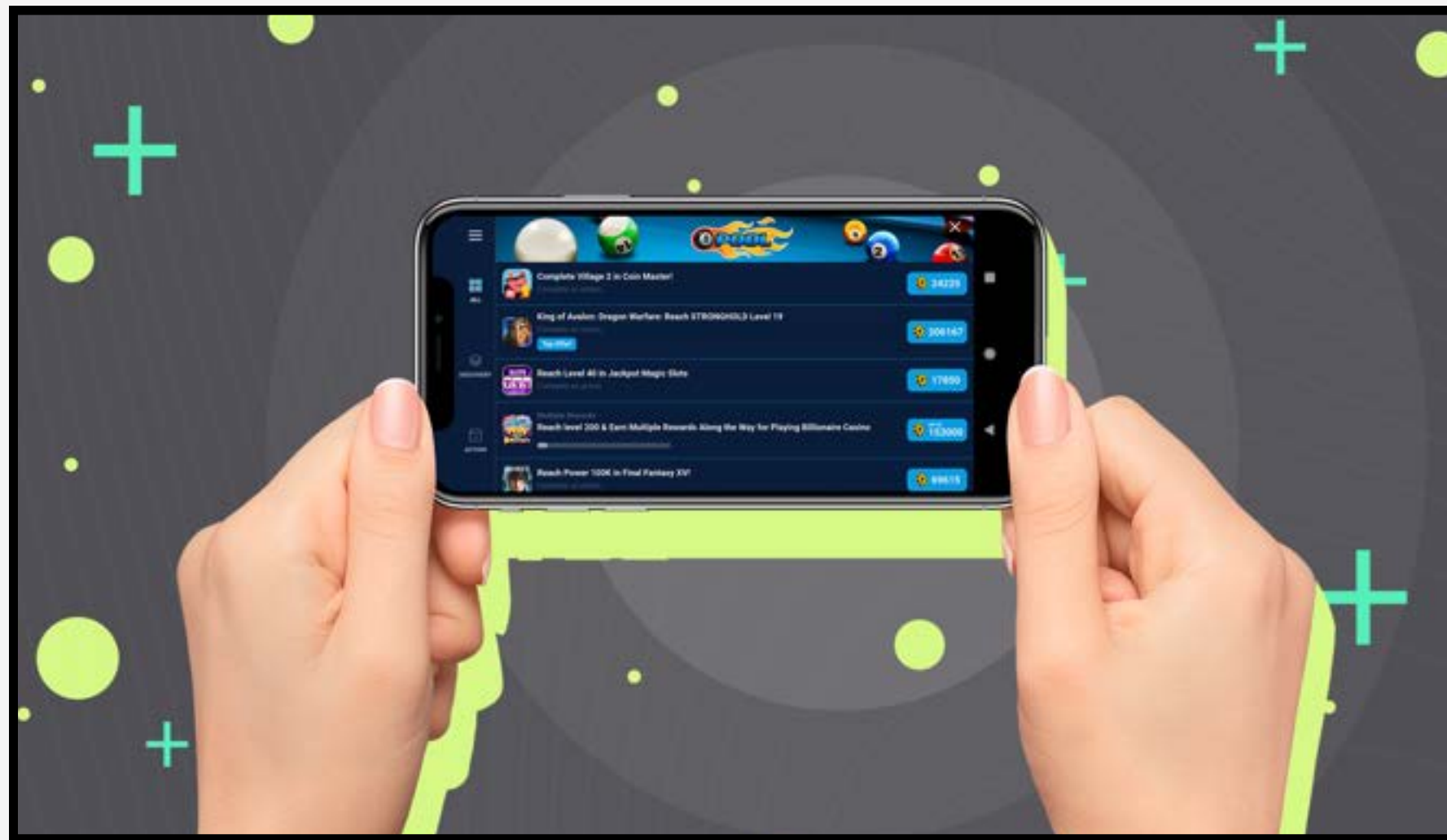
web design

photo editing

IEC



## TAPJOY



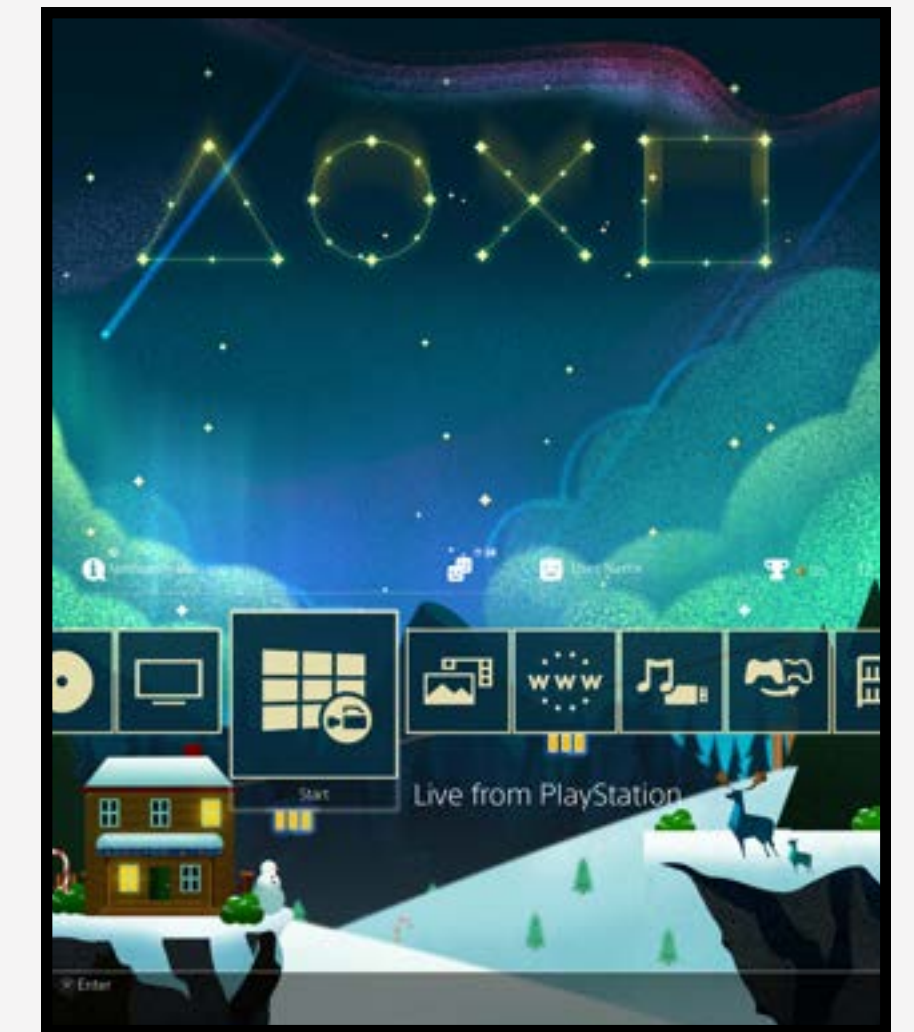
As a Visual Designer at Tapjoy, working in a team of 2 other experienced designers. I conceptualized and designed for rich media ads for mobile games and apps. Created video assets for motion graphics involving the Tapjoy brand and other internal presentations.

Created UX / UI concepts for future products. Working alongside Marketing Managers & Sales Reps, I also helped run our WordPress blog by creating various channel assets.



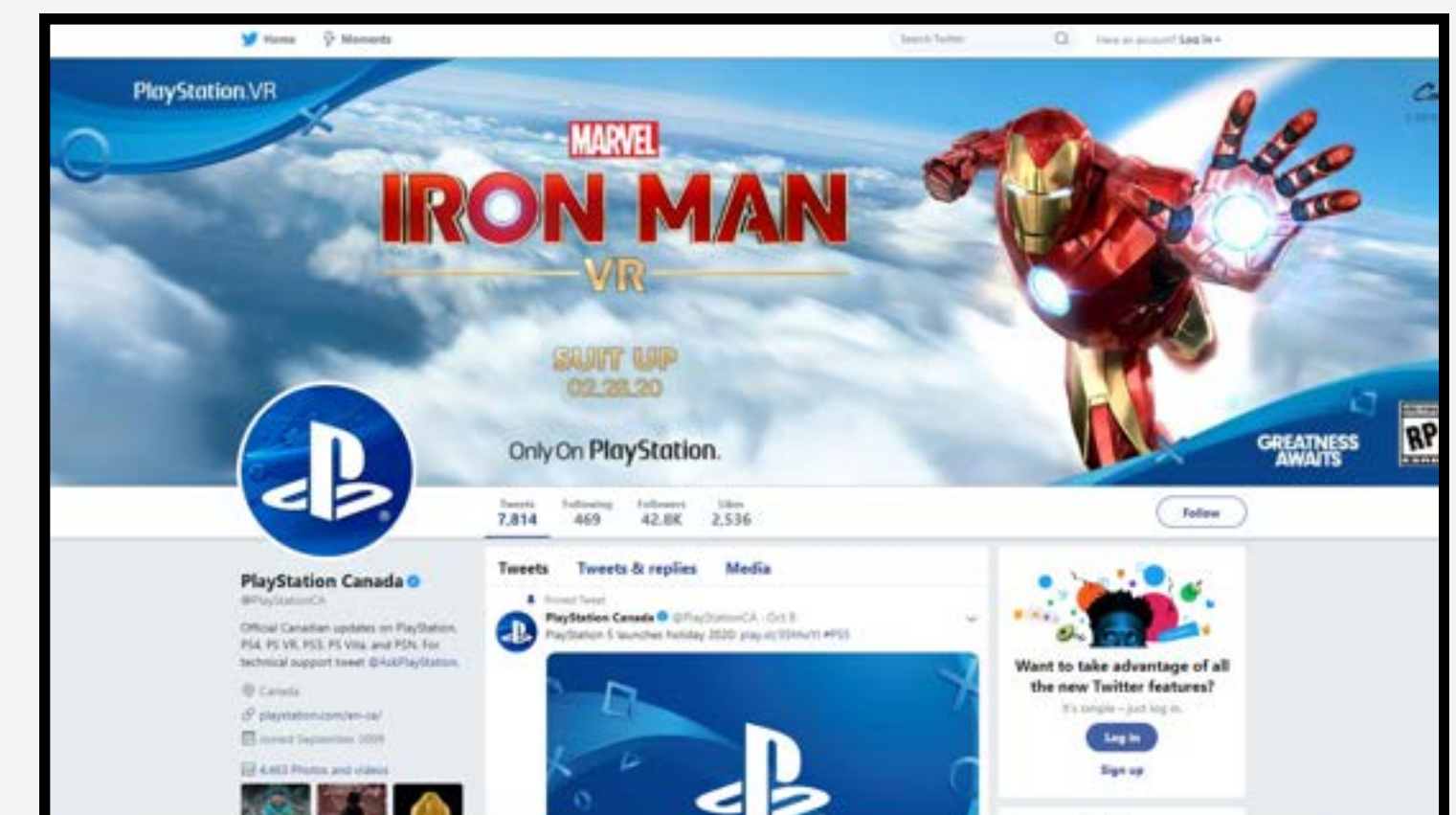


## PLAYSTATION



collaborated with creative services and internal partners to create graphic assets for marketing communications (campaigns, banners, social posts, ads, infographics). managed 10-15 projects per week, handling concept, design, and production efficiently.

**Credits:** The Last of Us II, Iron Man VR and Death Stranding for PlayStation Network Store Design

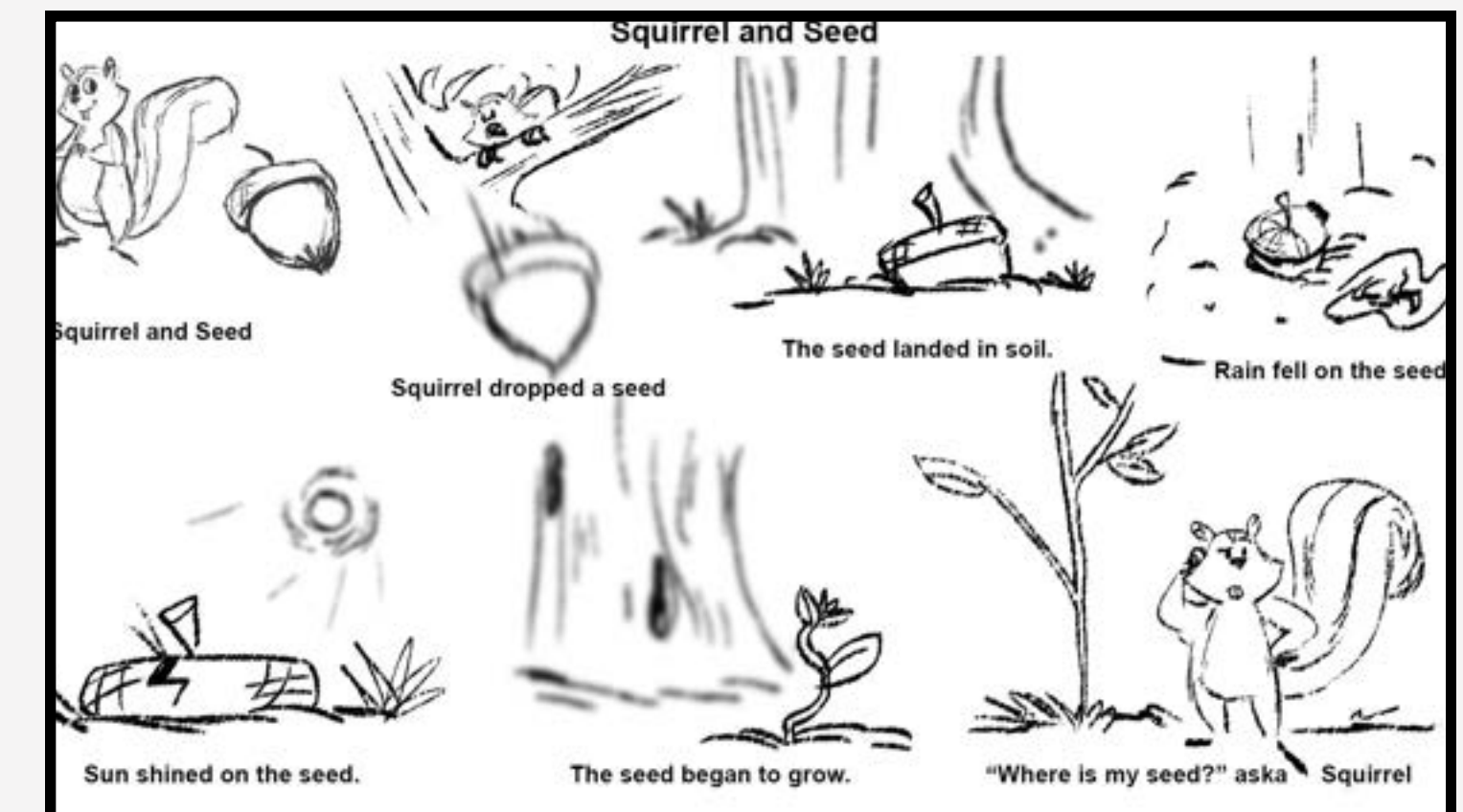
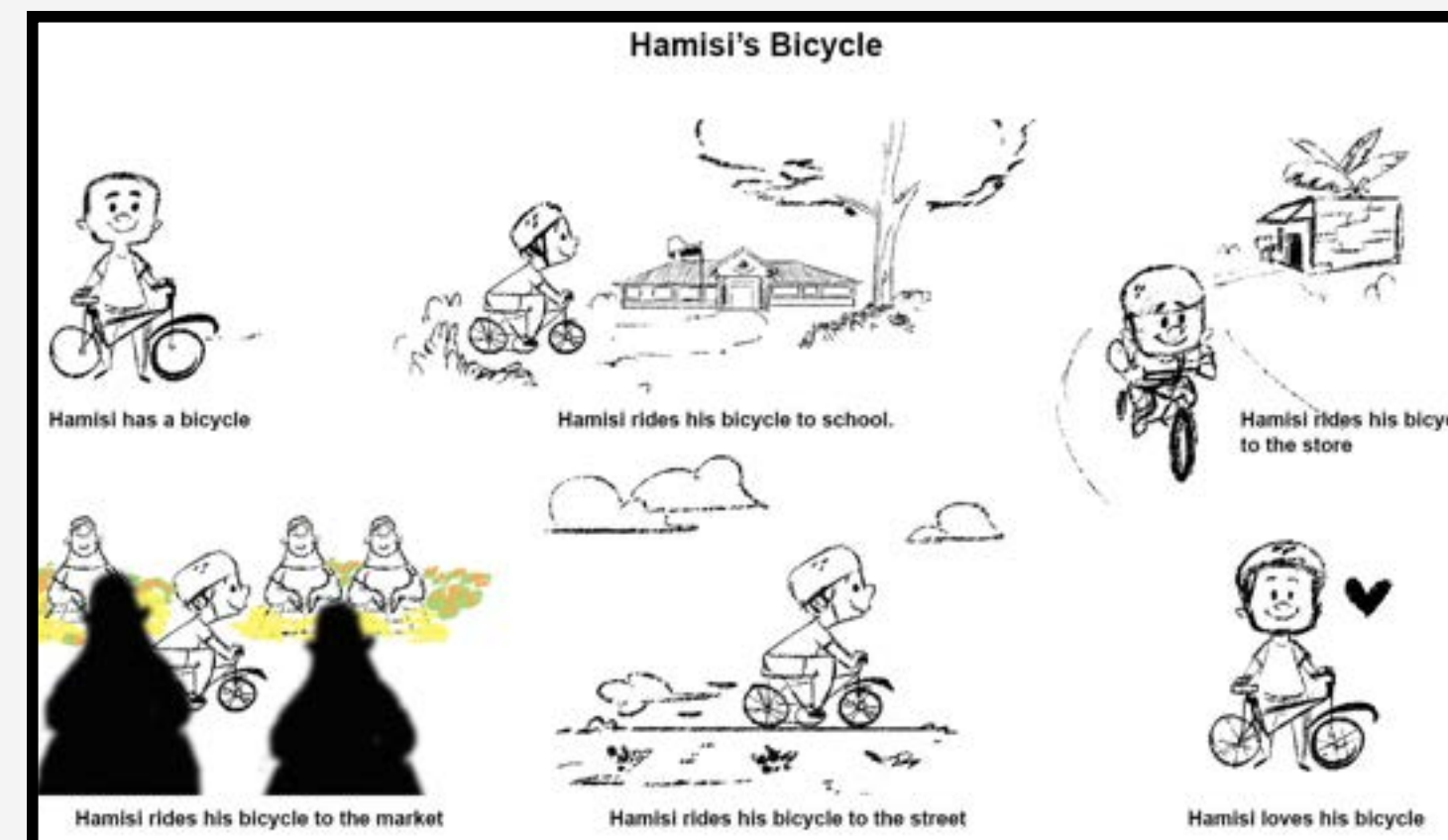


# ENUMA

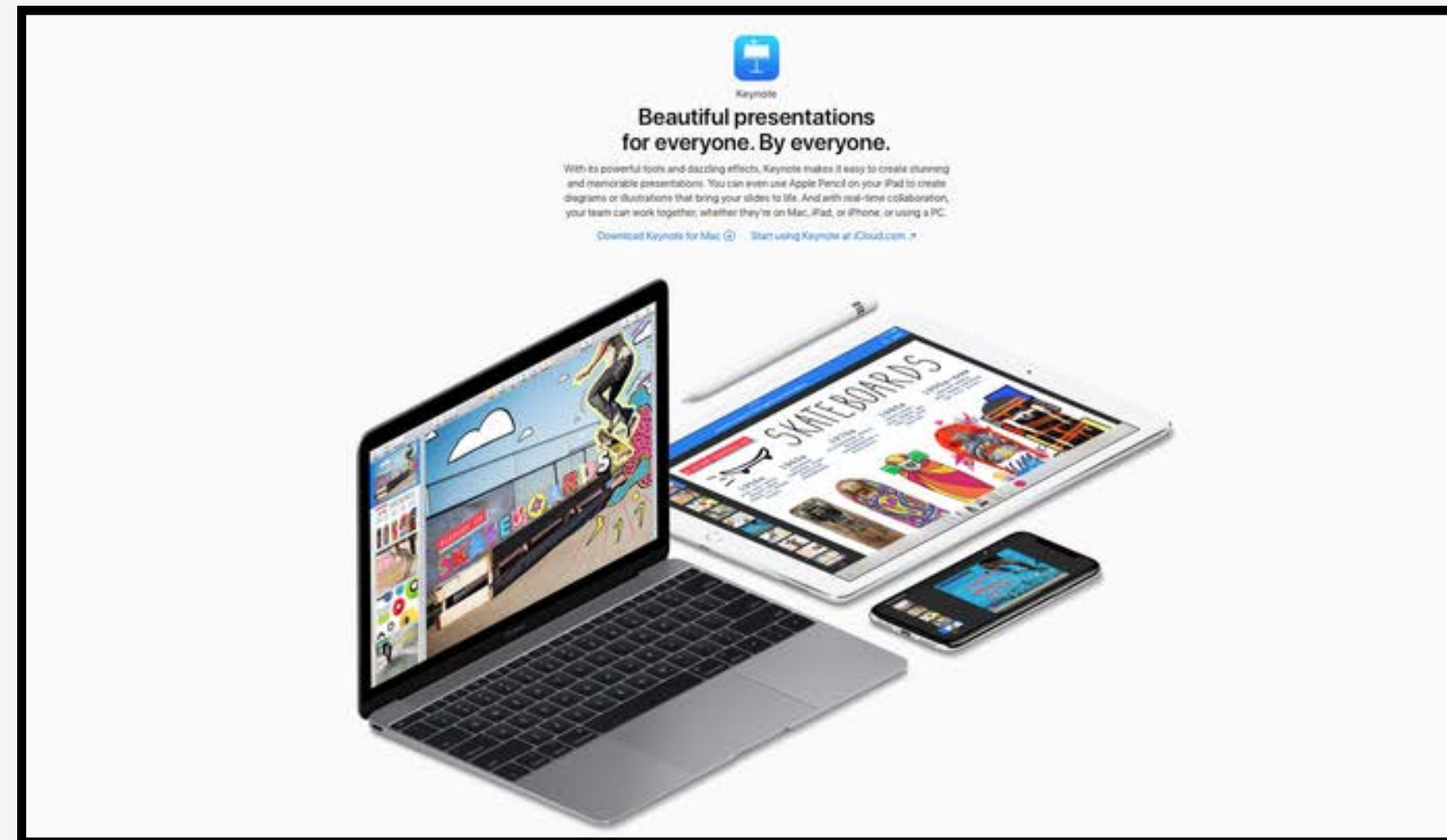


Throughout a four-year period, I collaborated closely with scriptwriters and editors to meticulously craft a collection of illustrated digital stories for the app TODO MATH.

Each book encompassed approximately 6-11 pages, requiring swift completion while allowing time for necessary revisions prior to final delivery.

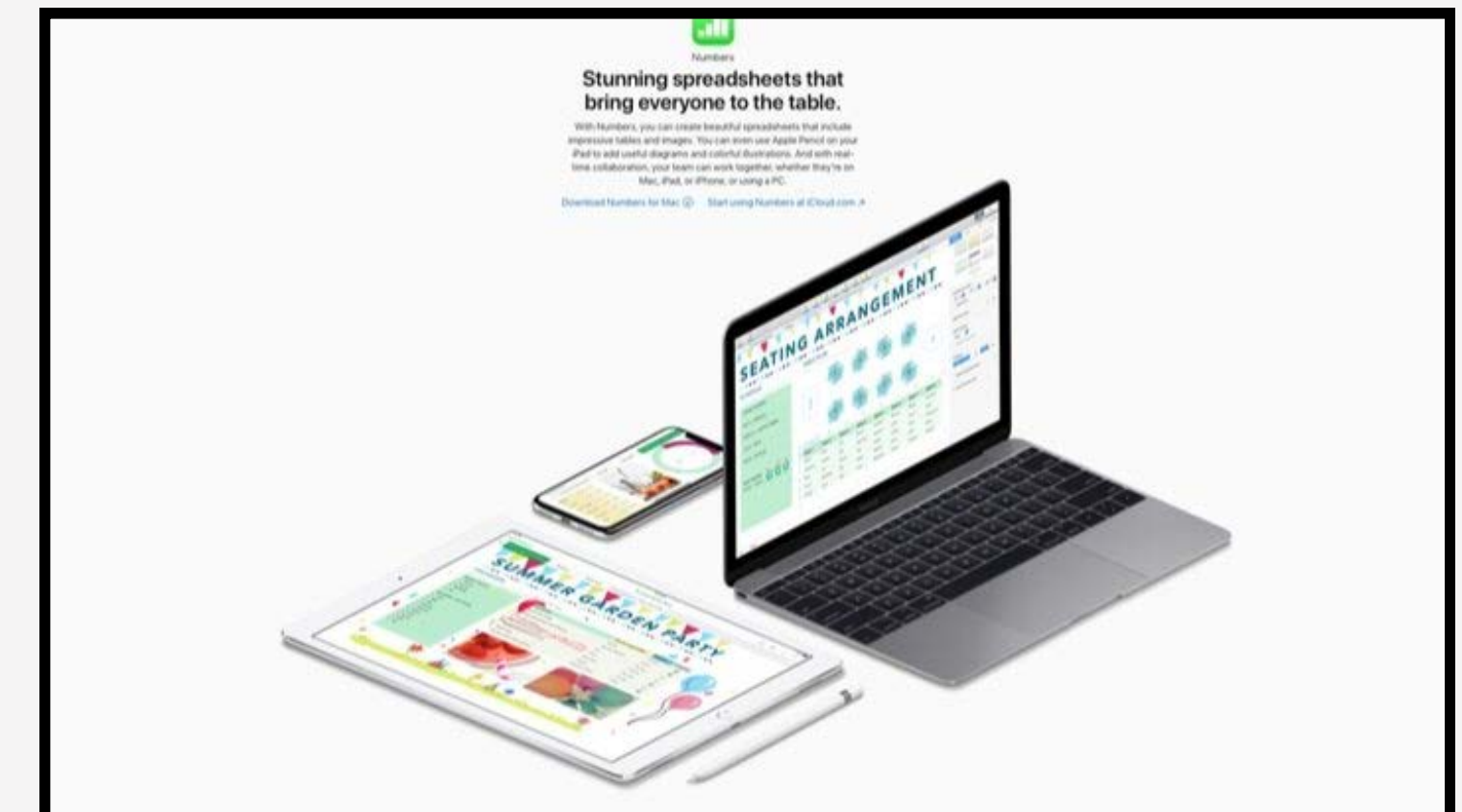


# APPLE

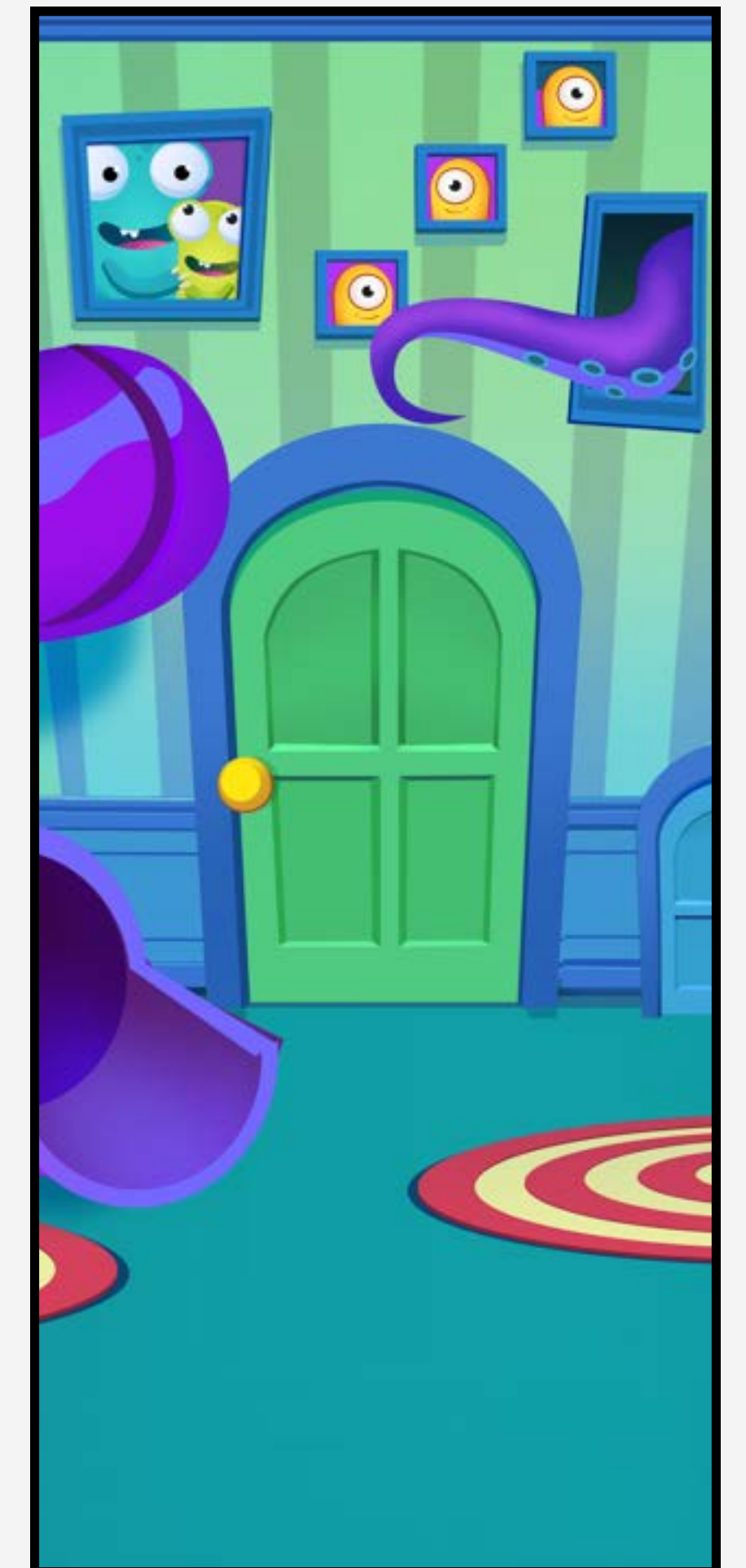
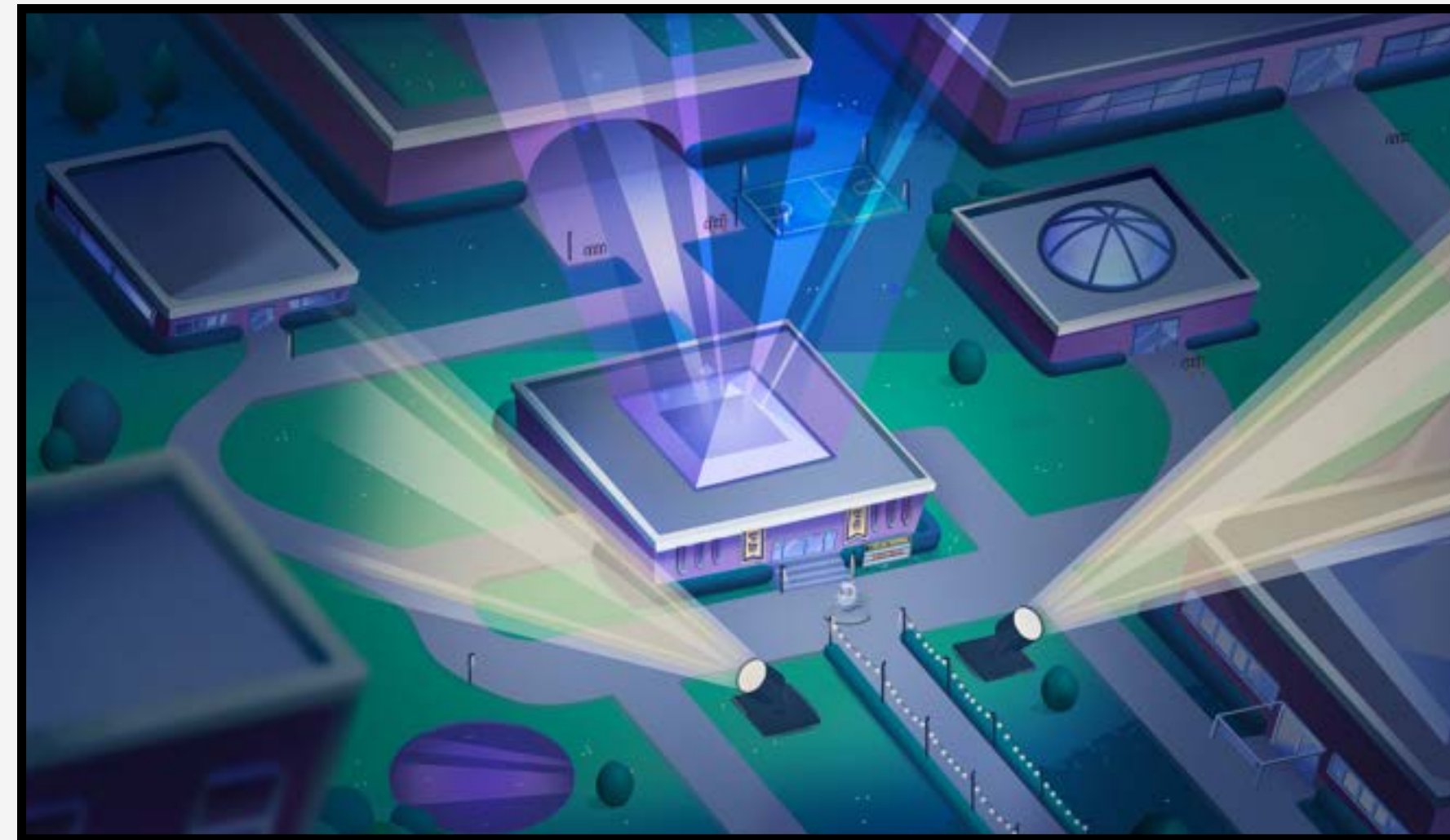


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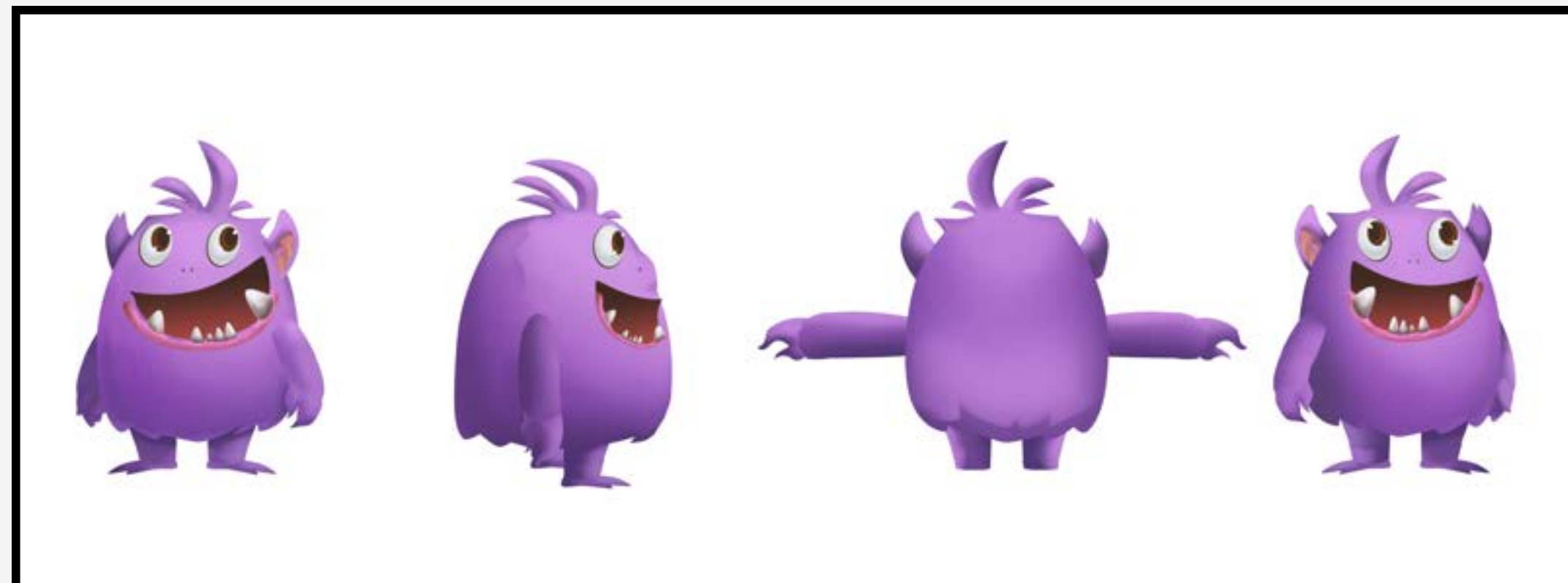


## ADAPTED MIND



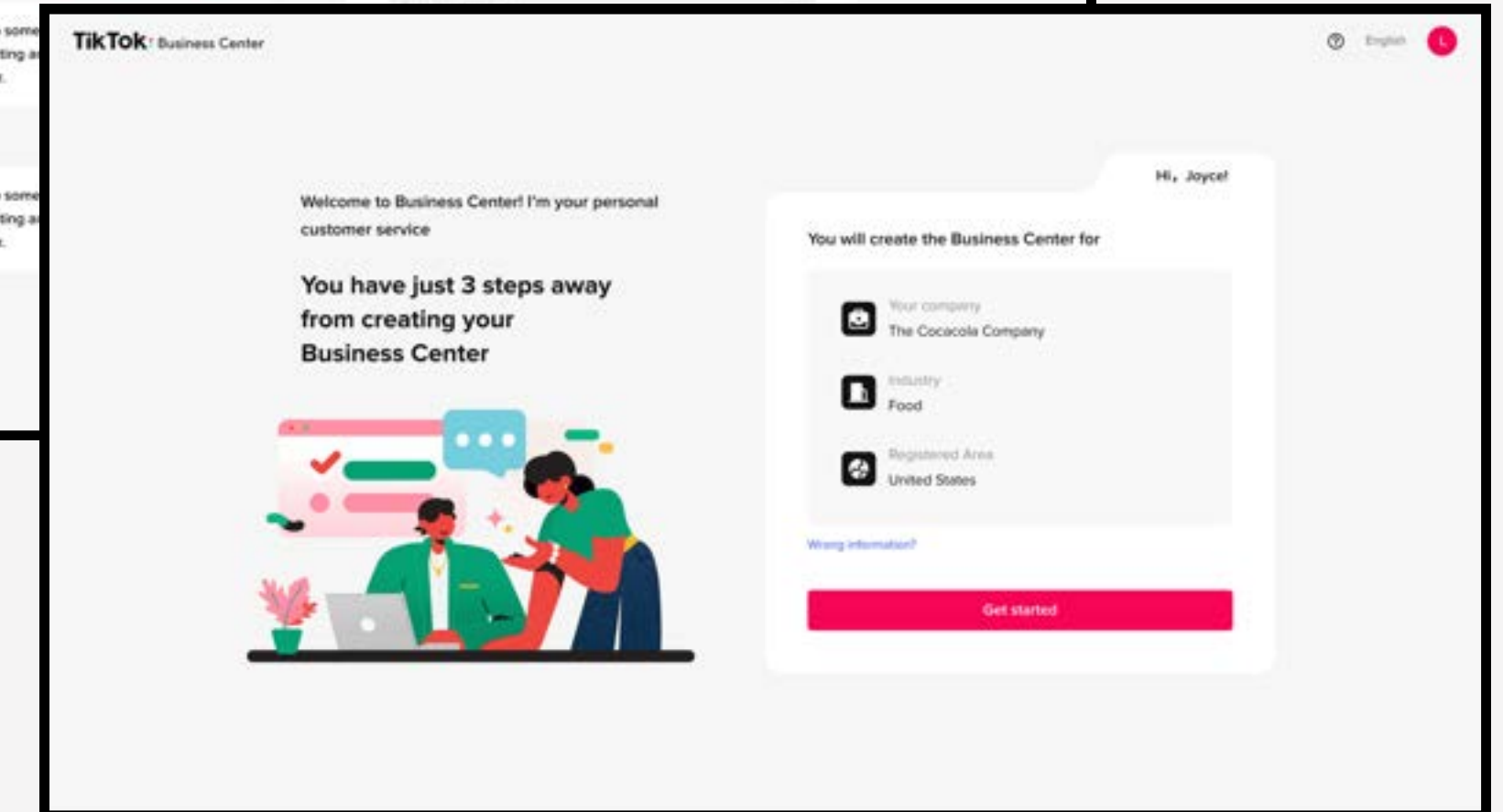
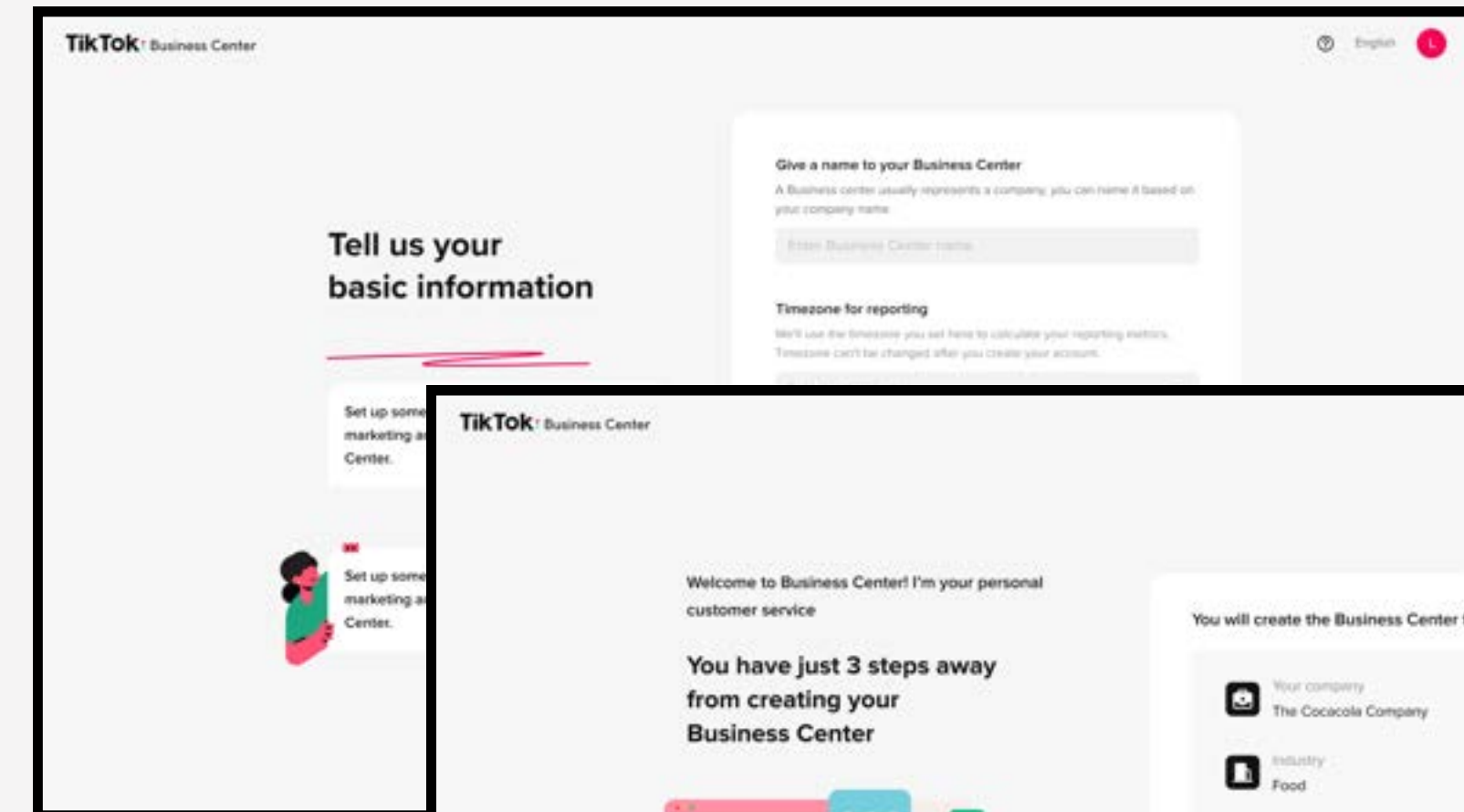
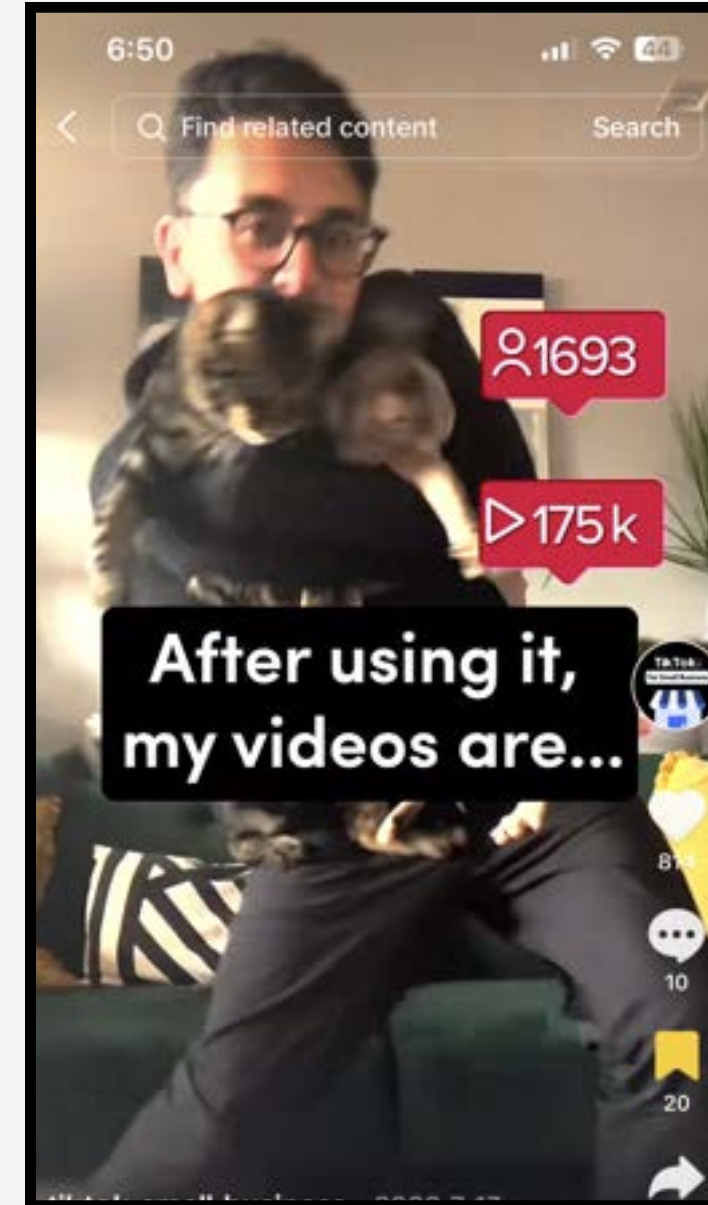
I had the privilege of working closely with the Head of Product and Senior Illustrator to bring warmth and life to a few assets in their game,

I helped in the creative journey, illustrating and concepting backgrounds, character designs, and items that were animation ready. It was a great collaboration, fueled by passion and a shared dedication to fostering a love for illustration.





## TIKTOK



Working in the TikTok Monetization Product team, I focused on illustration within the product design. Played a key role in developing a cohesive visual brand identity and illustration language.

While illustration was my main role, I design H5 global campaigns, TikTok Promotional Videos and video editing.



# GUIDELINES

## Anatomy

Here is a visual breakdown and some key features to keep in mind when creating illustrations. Collectively, these elements contribute to the unique feel and aesthetic of our system.

**1. Primary objects**  
Each illustration is based around a realistically-proportioned and dimensional hero element.

**2. Secondary objects**  
Supporting elements are always present and relate to the primary object. They may be physical and dimensional, or digital and flat.

**3. Decorative shapes**  
Emojis are added to create energy, fun and to suggest user interaction, but never in sensitive or serious applications. Make sure these are all relevant to your illustrations concept and story.

**4. Extrusions Shapes**  
Supporting Elements can all have an extruding layer to give them more depth. Take notice of the direction they are all moving in order to keep the flow of the them the same.

**5. Gravity and clusters**  
As a complete composition, the primary object creates gravitational pull that holds the other elements together in space. Do your best to not overcrowd the primary objects with too many

**DO**  
Leave space in the illustration to breathe between the elements its supporting. Less is more!

**DONT**  
Over crowd the illustration with too many decorative elements around it. It will cause so much noise disruption from the user. We want them to feel calm and at ease to trust our illustrations.

## 3. Emoji shapes

Emoji shapes add dynamic movement and suggest social interaction. They're mainly used in more playful illustrations and less for serious or sensitive topics.

When emojis are larger or more noticeable, they become extruded to create contrast from simpler, flat emojis that appear in multiples.

They should be used sparingly and can be directly or subtly related to the core message.

Like the TikTok logo and pictograms, they should combine curves and sharp corners. (See 'Emoji construction and samples'.)

Larger, more prominent emojis should be extruded and use familiar iconographic language.

Simple emojis or geometric shapes can be repeated to create visual movement.

**DO**  
Leave space in the illustration to breathe between the elements its supporting. Less is more!

**DONT**  
Over crowd the illustration with too many emoji or decorative elements around it. It will cause so much noise disruption from the user. We want them to feel calm and at ease to trust our illustrations.

## 1. Primary objects

The subjects of primary objects should be literal and direct to clearly communicate the message. They always represent real-world objects and are rendered in a dimensional style that's simplified yet includes some finer details for clarity and sophistication.

Playful accents may be added, but should be minimal and limited to TikTok content, products and actions. They should never be visually overwhelming.

The hero object must directly represent the topic and be instantly recognizable. It always has real proportion and dimension.

Minimal and playful accents on literal objects can be used to create levity and suggest movement, but are not required.

**Do's**  
Base primary objects on reality. Simple.

**Don'ts**  
Be too playful. Over complicate the message.

## 2. Secondary objects

Secondary objects should directly support the primary message. They can be composed of a wide mix of components - physical and dimensional elements as well as digital and flat elements.

The majority of secondary objects should be portrayed in a literal and uncomplicated manner.

When utilizing UI (User Interface) elements, they should align seamlessly with the container or canvas, maintaining a flat aesthetic.

Additionally, as accents, there exists an opportunity to creatively combine items in

In most cases, secondary objects should be literal depictions of UI components supporting the illustration or anything relevant.

Unexpected but intentional accents may be added to add depth and further drives our message with our illustrations. Often echoing our products.

**Do's**  
Support the primary objects with conceptually related items.

**Don'ts**  
Add unrelated items.

# STYLE EXPLORATION

**Illustration Develop**

2023 Late Jan - Early Feb  
Develop, Deliver

**Sizing**

Hero	Large	Medium	Small
1000px 700px	600px 600px	500px 300px	300px 100px
Character: full body Objects: flow related elements Devices: laptop or mobile Holding shapes Texture	Character: full body/upper body Objects: flow related elements Devices: laptop or mobile Holding shapes Texture	Character: upper body/hands Objects Devices Holding shapes Texture	Character: hands/upper body Objects Devices Holding shapes
●●●●●	●●●●○	●●●○○	●○○○○
20 < amount	20 < amount	50 < amount	100 < amount

**Color Variations**

Primary palette	Secondary palette
60%	40%

**Illustration Overview**

**Hero illustration**

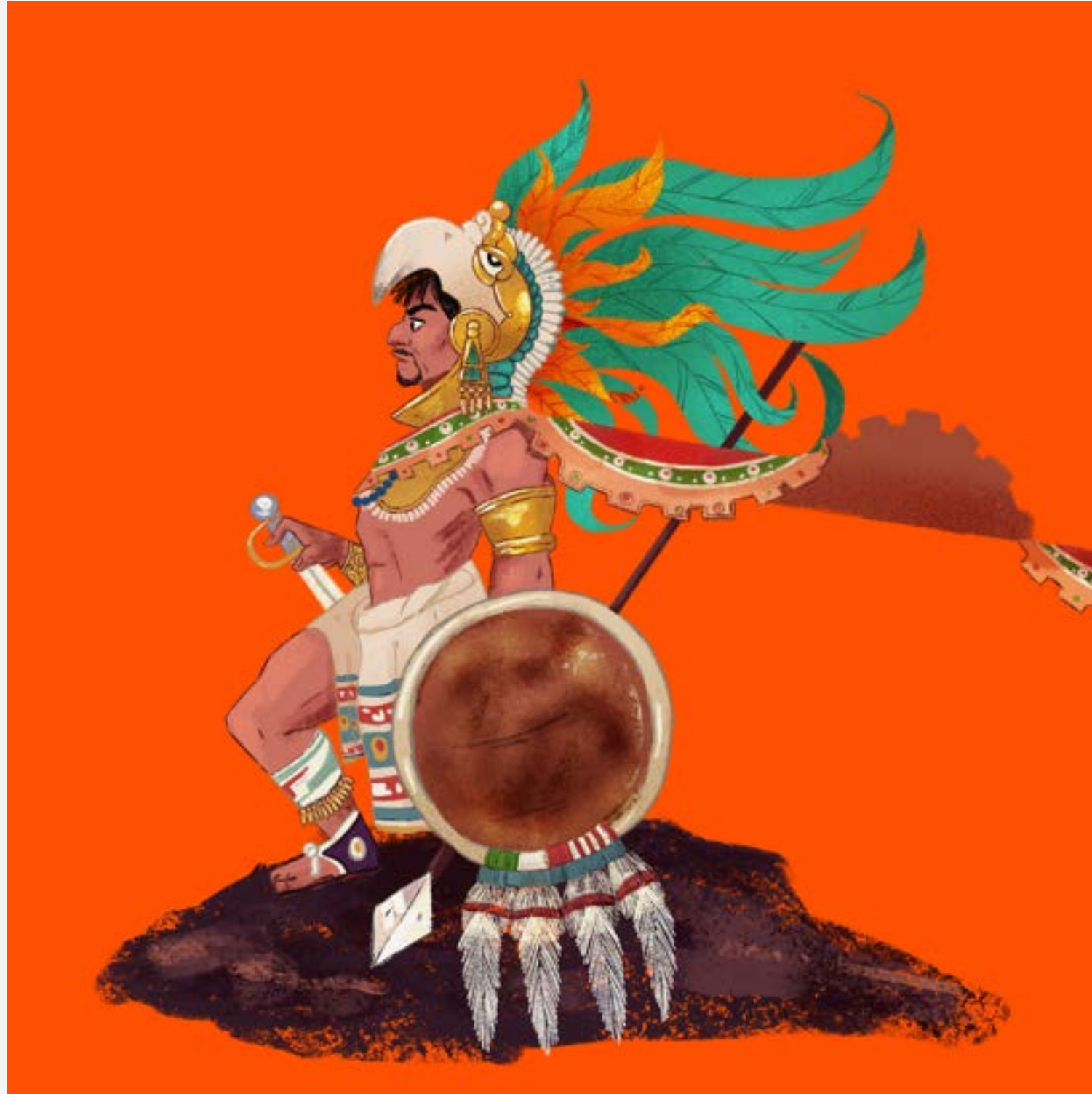
Works on larger pages to welcome and explain features to our users with a more detailed driven approach.

Primary palette	Secondary palette
60%	40%

**ILLUSTRATIONS – PERSONAL**



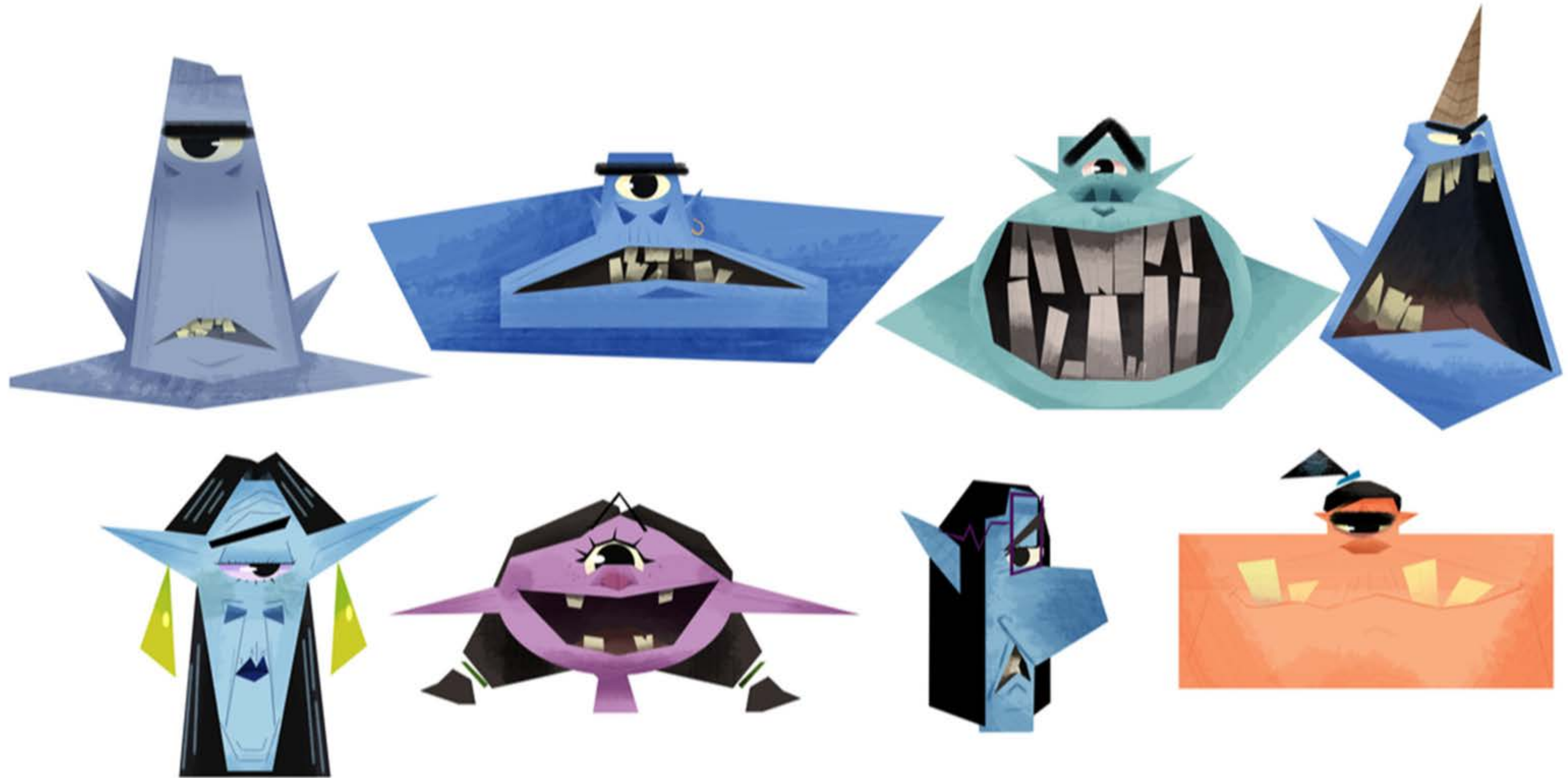
## ILLUSTRATIONS – PERSONAL



CHARACTER DESIGN



**CHARACTER DESIGN**



## CHARACTER DESIGN





CHARACTER DESIGN



**CHARACTER DESIGN**



CHARACTER DESIGN



+  
**THANK**  
+ +  
+ **YOU!** +

✉ [josaycarlosart@gmail.com](mailto:josaycarlosart@gmail.com)

[j.c.art](#)

 [jchernandezr](#)