



MAURO HERNANDEZ

Executive Creative Director

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Impact

180+ hours saved per month

3x production capacity

70+ concurrent brands

1,000+ deliverables monthly

30+ creatives

Skills

-  Creative Leadership
-  Creative Operations
-  Creative Strategy
-  Art Direction
-  AI & Automation
-  Team Development

Education

BS, Advertising

University of South Florida

Mass Communications

Universidad Monteávila

Languages

English (Fluent)

Spanish (Native)

About me

Creative leader with 10+ years across brand, performance marketing, and digital. I build high-performing creative teams and systems that connect strategy, craft, and technology, scaling creative output without sacrificing quality.

Experience

Director of Creative Homestead Studio

Dec 2023 - Present

Lead a 30+ person multi-channel creative organization across paid, retention and digital for 70+ concurrent consumer brands.

- Scaled creative operations to support 1,000+ monthly deliverables while maintaining brand and performance standards.
- Built systems and automation that increased production capacity 3x and eliminated 180+ hours of monthly manual work.
- Lead creative direction, talent development and AI adoption across paid, retention and digital teams.

UX Designer Gainwell Technologies

Nov 2022 - Nov 2023

Designed and prototyped accessible healthcare product experiences, translating complex requirements into intuitive, brand-aligned interfaces.

Graphic Design Lead MuteSix

Feb 2021 - Nov 2022

Led a team of designers delivering performance creative across 15+ consumer brands in a fast-paced growth marketing environment.

Digital Designer FKQ Advertising

Sep 2018 - Feb 2021

Developed digital campaigns and brand creative across a diverse client portfolio in collaboration with creative, strategy, and account teams.