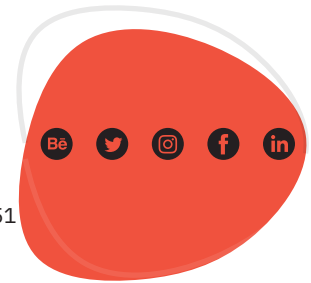


experience

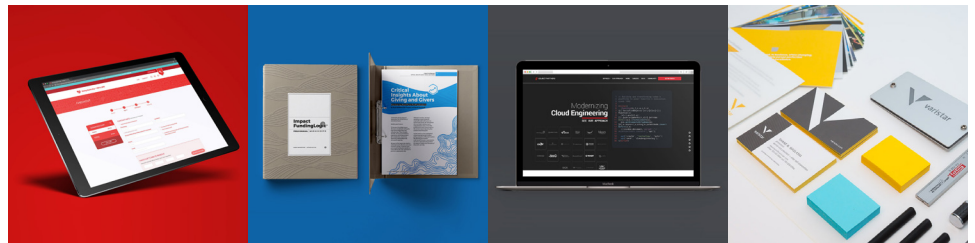
LUDVIK HERRERA

ludvik@ludvikherrera.com // (775) 583-8451

👁 ludvikherrera.myportfolio.com



Senior creative director and experience designer. I build brands, shape digital transformation, and design user experiences worldwide by driving innovation and learning from failure. I have accumulated more than two decades of design and technology expertise in education, healthcare, retail, marketing, and publishing. My ideal role is to lead and apply a conscientious design process to make positive impact and create exciting, meaningful experiences.



Areas of Expertise:

Atomic Design, Branding, Data Visualization, Design Thinking, Digital Transformation, Information Architecture (IA), Interaction Design (IXD), Illustration, Marketing and Promotion, Print, Mobile and Web Design, User Interface (UI Design), User Experience Design (UXD), Video and Photography.

Tools of the Trade:

Adobe Creative Suite (Adobe CC), Affinity Designer, Affinity Photo, Affinity Publisher, Final Cut Pro, Invision App, Sketch App, Keynote, Motion, MS Office, Rapid Prototyping, Wireframes.

Frameworks and Web Tools:

Bootstrap, CraftCMS, ExpressionEngine, Figma, Framr, Git, Webflow, Wordpress.

Coding and Programming Languages:

Codekit, HTML, CSS, Javascript, PHP, MySQL, UNIX

Conferences and Presentations:

SXSW, MSUM, ND STEM Network, NDSU, Plains Museum, Sioux Falls Design Centre, University of Jamestown, Weapons of Mass Creation.

Spoken and Written Languages:

Fluent in English and Spanish, beginning level French and Italian.

Education:

Tecnológico de Monterrey (ITESM)
Bachelor of Science (B.S.) Mass Communications
Minor on Marketing and Advertising
1992 - 1995

[Flip me over to learn more >](#)

LUDVIK HERRERA

ludvik@ludvikherrera.com // (775) 583-8451

👁️ ludvikherrera.myportfolio.com

Some of my most recent work history as a designer at many levels, as a higher education adjunct instructor, and a small list of awards.

WORK EXPERIENCE



Design Principal + Partner

Nüpolitan

2016-Present • Fargo, ND



Design Partner

Natural Bridges Ventures

2016-Present • Santa Cruz, CA



North Dakota State University

Associate Director of UX

IDEAspace and Office of Teaching & Learning

2015-2016 • Fargo, ND



Creative Director

IDEAspace

2013-2015 • Fargo, ND



New Media Coordinator

Distance and Continuing Education

2009-2013 • Fargo, ND



Webmaster and Senior New Media Designer

University Relations

2001-2006 • Fargo, ND



Director of New Media

Publication Services of America, Inc.

2006-2009 • West Palm Beach, FL



Senior New Media Designer

Velosel

2000-2001 • Mountain View, CA

ADJUNCT INSTRUCTOR

Several Courses and Workshops in Design Thinking, UX Design, Web Design, Photography, Graphic Design, and Adobe SW Training

MSUM, NDSU, NDSCS, Skills and Training Center, UJ.

1997-Present • Fargo, ND

AWARDS AND PUBLICATIONS

AAF, GDUSA, Web Marketing Association

I have received 60+ awards from the American Advertising Federation, Graphic Design USA, Web Marketing Association.

My work has been published on national magazines and books.

Ready to talk and collaborate? I work with amazing brands and organizations to turn ideas into exciting solutions.
Let's chat! ludvik@ludvikherrera.com // +1 (775) 583-8451 // [@ludvikherrera](https://www.instagram.com/ludvikherrera) [Bē](#) [T](#) [@](#) [f](#) [in](#)

will. soon

[Flip me over to learn more >](#)