

Let's chat! ludvik@ludvikherrera.com // +1 (701) 891-9315 // @ludvikherrera

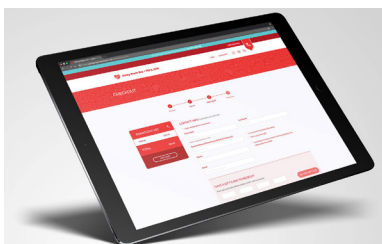
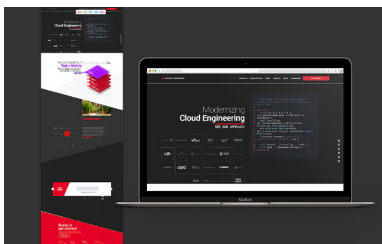


LUDVIK HERRERA

Professional creative director, mentor, and experience designer.

A hands-on strategist with keen planning, research, and implementation of user-centric design principles. Creating brands, making digital products, and architecting atomic design systems to craft intuitive user experiences. Enthusiastically curious and often finding improvement and innovation in any challenge. A creative catalyst who enjoys sharing and learning to help others. Continuously gathering industries' insights and engineering efficient design processes in communication services, consumer discretionary goods and services, education, healthcare, and information technology sectors.

"My ideal role is to lead and collaborate with a diverse team that follows a conscientious user-centered design process to create exciting, meaningful experiences."



Professional References

"Ludvik is a rare blend of creative and conscientious brand designer who delivers originality, strategy cohesion, and a bespoke curated style that stands out in the field. He is both technician and artist. He challenges and nurtures from his clients a product they will be proud for years to come and for which their peers and customers will seek to emulate."

—Shane Waslaski // GM and VP, Infor



"As a colleague and collaborator with Ludvik, I have always seen him as a generous designer committed to the highest of standards, in craft, ethics and integrity. He brings an openness to his work that create space for excellence."

—Hugh Weber // National Board Advisor, AIGA



"I often invite Ludvik to conduct design thinking workshops with my university students. He thoroughly and thoughtfully guides them to achieve next-level thinking, a necessary skill for young public relations professionals. His workshops are interactive, with students moving around, drawing, and discussing as they learn to think via different perspectives. Students leave the workshop excited to utilize this new way of approaching opportunities and problems. I highly recommend Ludvik and look forward to working with him again in the future.."

—Kay Beckermann // Faculty, Minnesota State University Moorhead



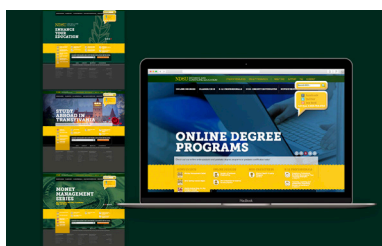
"Ludvik was a driving force for innovation at North Dakota State University. Not only did he build and lead a design lab, he helped change the culture. This wasn't always popular with the staid folks who benefitted from the status quo, but that was just fine with him. Hire him if you want attention to detail, an innovative approach, and a hunger for excellence."

—Andrew Mara // Faculty Head, Arizona State University



Education

- | | |
|--------------------|---|
| 1992 – 1995 | Tecnológico de Monterrey
Bachelor of Science (B.S.)
Mass Communications (Focus on Marketing and Advertising) |
| 1989 – 1992 | Tecnológico de Monterrey
Unfinished Bachelor of Science (B.S.)
Telecommunications Engineering |



Professional Experience

2020 03-06 **Senior UX Designer**
Contract // Adobe + DeLuxe - Minneapolis, MN

2016-Present **Design + UX Principal**
Nüpolitan - Fargo, ND

2015 **Associate Director of UX**
IDeaspace & OTL - NDSU - Fargo, ND

2013 **Creative Director**
IDeaspace - NDSU - Fargo, ND

2009 **New Media Coordinator**
Distance and Cont. Edu. - NDSU - Fargo, ND

2006 **Director of New Media**
PSA Mags - West Palm Beach, FL

2001 **Sr. New Media Designer**
University Relations - NDSU - Fargo, ND

2000 **Sr. New Media Designer**
Velosel - Mountain View, CA

1996 **Web Master (IA / Web Designer)**
Info. Tech. - NDSU - Fargo, ND

***1997-2019** **Web and Digital Design Adjunct Faculty & Instructor, Photography Adjunct Faculty & Instructor, and Speaker at MSUM, NDSU, NDSCS, UJ, Plains Museum, SF Design Center, SXSW, WMC**

Professional Speaker Experience

2016 December **Design Thinking for Nonprofits** - Fargo, ND
MSUM High Impact Nonprofit Leadership series at DMF

2015 August **Reclaim Your Creative Confidence** - Cleveland, OH
Weapons of Mass Creation 2015

2015 April **Integrated STEM & Design Thinking** - West Fargo, ND
ND STEM Strategies Conference 2015

2013 March **Don't Make Me Go Back to Traditional Ed: A Case for STEM Education**
SXSWedu 2013 - Austin, TX

1997 November **NDSU's Tailor-made Web site Revamp** - Toronto, Canada
Webnet World Conf. '97 - AACE

Academic Adjunct Faculty Experience

2018 Spring	LDRS 506 - Strategy, Innovation, and Imagination Grad. Programs - University of Jamestown
2013 Fall	COMM 363 - Advanced Web Design Communication - NDSU (North Dakota State University)
2012 Spring	COMM 261 - Intermediate Web Design Communication - NDSU
2011 Fall	COMM 260 - Principles of Web Design Communication - NDSU
2011 Spring	COMM 363 - Advanced Web Design Communication - NDSU
2010 Spring	COMM 260 - Principles of Web Design Communication - NDSU
2009 Fall	COMM 260 - Principles of Web Design Communication - NDSU
2009 Spring	COMM 391 - Web Architecture & Scripting Communication - NDSU
2008 Fall	COMM 260 - Principles of Web Design Communication - NDSU
2007 Spring	COMM 391 - Web Architecture & Scripting Comm. + Comp. Sci. - NDSU
2005 Spring	COMM 242 - Advanced News Photography Communication - NDSU
2004 Fall	COMM 260 - Principles of Web Design Communication - NDSU
2003 Fall	COMM 260 - Principles of Web Design Communication - NDSU
1999 Fall	MCOM 498 - Multimedia & Web Design Comm. + Distance Ed. - NDSU
1998 Fall	MCOM 498 - Multimedia & Web Design Comm. + Distance Ed. - NDSU
1997 Summer	MCOM 498 - Multimedia & Web Design Comm. + Distance Ed. - NDSU



Professional Instructor Experience

2020 January *Design + Divergent Thinking for Engaging Portfolios*
Architecture - NDSU

2019 September *Design Thinking Workshop*
COMM 284: Pub. Rel. Principles - MSUM

2018 Oct-Dec *Rethinking Graduate Education Facilitation*
STEM Grad. Program - NDSU

2018 August *Teen Photography Camp*
Plains Arts Museum

2014-2015 *Design Thinking Workshop Series*
P. Arts Museum + NDSU + OpenIDEO

2014 September *Design Thinking Workshop*
Sioux Falls Design Center + SDSU + USD

2013 August *Wearable Technology Workshop*
Ideaspace - NDSU

2010-2015 *Data Visualization + Design Workshop*
Expanding Your Horizons - NDSU

2009 August *Dreamweaver and CSS Workshop*
CA 167 - MSUM

2008-2009* *Graphic Design Intro*
WFTGDE - Skills and Training Center

2007-2013* *Adobe Flash Level I + II*
WFTFMX - Skills and Training Center

2007-2013* *Adobe Illustrator Level I + II*
WFTAIL - Skills and Training Center

2007-2013* *Adobe InDesign Level I + II*
WFTAID - Skills and Training Center

2007-2013* *Adobe Photoshop Level I + II*
WFTAPS - Skills and Training Center

2007-2013* *Cascading Styles Sheets*
WFTCSS - Skills and Training Center

2007-2013* *Digital Photography 101*
WFTDPH - Skills and Training Center

2007-2013* *Dreamweaver Level I + II*
WFCDMW - Skills and Training Center

2007-2013* *Web Design with XHTML+CSS*
WFTXHT - Skills and Training Center

**More than twice-per-year workshops through out each year as a contract-based adjunct instructor.*

Professional Skills

User Experience (UX/UXD)

- + Strong experience facilitating activities to gather insights on user needs and goals and conducting user research
- + Strong experience evaluating and analyzing user research
- + Strong experience creating sketches, user journey maps + diagrams
- + Strong experience in data visualization
- + Strong experience in Design Thinking methodology (user-centered)
- + Strong experience in facilitating and conducting Design Sprints
- + Strong ability to generate and conduct prototypes and A/B testing
- + Strong strategic UX roadmap development
- + Strong definition and redefinition of UX processes
- + Excellent practical knowledge of human-centered design methodologies and usability principles
- + Strong skills in UX/UI wireframing and prototyping tools (Sketch, Invision, Xd, Webflow, CodeKit, GIT)

Creative Direction (CD)

- + Proven record of building, leading, guiding, and mentoring interdisciplinary teams
- + Strong knowledge of Print and Digital Media
- + Strong sense of project ownership
- + Exceptional organizational abilities
- + Excellent communication and collaboration skills
- + Strong leadership and presentation skills, with the ability to articulate, present, and sell ideas
- + Strong ability to handle failure and learn from it
- + Proven innovation and broad scope conceptualization
- + Self-starter that knows how to make ideas happen

Art Direction (AD)

- + Exceptional ability to collaborate with Clients and Agency teams
- + Strong experience in graphic design, art direction, advertising, marketing, corporate identity, branding, and new media communication
- + Excellent design and conceptual skills with ability to guide and evaluate, and redirect creative development when necessary
- + Strong curiosity and passion about design, continuously trying new approaches and tools for crafting innovative and compelling design solutions
- + Ability to handle conflicts in a positive, professional and productive manner
- + Proven and award-winning design proficiency across all design platforms—including print, social, digital, mobile, and video

Visual and Branding Design

- + Excellent atomic design systems process
- + Excellent layout skills in all media
- + Excellent skills in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Xd) and other visual and wire-framing tools
- + Strong typography and grid systems skills
- + Relentless attention to detail
- + Strong experience with branding and logo design

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Professional Skills (...continued)

Design Thinking (DT)

- + Strong skills promoting design innovation
- + Strong facilitation of Design Thinking workshops and Design Sprints
- + Strong expertise in gathering user needs and insights
- + Experience and well versed in technical solutions across diverse industries
- + Experience leading work teams to achieve clear problem statement definition, define big ideas and capabilities, and pressure-test ideas through design research, test and learn methodologies, and value evaluation.

Audio/Video/Photography (DP)

- + Strong framing and composition skills
- + Strong lighting, light manipulation, and color grading
- + Strong video editing skills (Final Cut Pro)
- + Experience with motion graphics/presentations (Keynote, After Effects, Motion)
- + Strong technical and practical knowledge of Audio/Video Production equipment

Web+Mobile Design (IXD/UI)

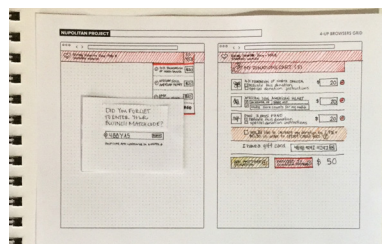
- + Excellent intuitive and elegant interface design skills
- + Strong Object Oriented (OO) and Atomic Design coding skills
- + Strong typographic aesthetics
- + Strong layout and grid system knowledge and design
- + Strong HTML/CSS/Javascript coding skills
- + Strong Content Management Systems (CMS) dev knowledge (PHP, MySQL, UNIX)
- + Strong Interactive Design (IXD) skills
- + Strong cloud and web server infrastructure knowledge
- + Strong digital transformation skills

Information Architecture (IA)

- + Strong data taxonomy organization skills
- + Strong metadata planning and articulation skills
- + Strong ability to develop and keep knowledge library, graphs, user flows, data relationships, and other assets

Instructional Design

- + Strong ability to create interactive and engaging multi-media learning experiences
- + Strong ability to break down storyboards and course outlines into multi-media design deliverables
- + Experience in professional training environment and higher education instruction
- + Experience in curriculum development
- + Experience with learning management systems
- + Experience designing long and short form presentations, facilitation guides



Volunteer Experience

2006 August – Present

4-H Youth Development - Fargo and West Fargo various chapters

Held and guided photography and design workshops for over a decade helping our local 4-H clubs where young students ages 10 through 16 years-old attended.

2008 May – 2019 May

Design Portfolio Review Day at MSUM - Moorhead, MN

Reviewed student portfolio work and offered critique to prepared their work to be interview-ready as they submit it to potential employers when seeking design, marketing, and technology job opportunities.

2013 May – 2015 Jun

Design and Photography Workshops at Plains Arts Museum - Fargo, ND

Offered design, creativity, and photography workshops through the educational programs at the Plains Art Museum to youth between 10-18 years of age for spring and summer events.

2014 Feb – 2016 Jun

OpenIDEO Volunteer Meetup Facilitator - Fargo, ND

Facilitated and lead design thinking workshops, through the OpenIDEO network, to help our community plan, discover and make decisions about two current local challenges.

2013 Feb – 2013 Mar

STEM Middle School - West Fargo, ND

Helped 7th and 8th-grade students with the STEM First LEGO League robotics challenge by setting a process to generate creative ideas and generate prototypes, and finally develop the final project for submitting as an entry to the national FLL competition.

2010 Apr – 2015 Apr

Expanding Your Horizons - Fargo, ND

Expanding Your Horizons (EYH) is a nation wide conference with a regional chapter in Fargo, North Dakota. The organization has been hosted during the summer at North Dakota State University for more than 30 years. The conference promotes and empowers girls in the 6th, 7th, 8th, and 9th grades interested in STEM education topics (Science, Technology, Engineering and Math). I was an instructor and facilitated several courses in Visual Design, Interactive Design, Data Visualization (Infographics) and Mobile Application Design from 2010-2015.

Professional Awards

2019 Web Design Gold Award	› Nüpolitan - Website GDUSA - Graphic Design USA
2019 Web Design Gold Award	› Object Partners - Website UX/UI GDUSA - Graphic Design USA
2014 Health+Wellness Design Award	› NDSU Pharmacy Brochure GDUSA - Graphic Design USA
2014 American InH Design Award	› GoDoo Mobile App + Collateral GDUSA - Graphic Design USA
2014 American InH Design Award	› IDEASpace - Branding GDUSA - Graphic Design USA
2014 American InH Design Award	› NDSU Executive Ed. Collateral GDUSA - Graphic Design USA
2013 Gold ADDY Awards	› NDSU + TLGC - Collateral Brochure AAF-ND, Fargo ND
2013 Gold ADDY Awards	› NDSU DCE - Annual Report AAF-ND, Fargo ND
2013 Silver ADDY Award	› Varistar - Website / B2B AAF-ND, Fargo ND
2013 Silver ADDY Award	› NDSU Executive Microsite AAF-ND, Fargo ND
2013 Silver ADDY Award	› NDSU IDEASpace - Microsite AAF-ND, Fargo ND
2013 Silver ADDY Award	› Varistar - Collateral + Packg. AAF-ND, Fargo ND
2013 Silver ADDY Award	› Varistar - Book Design AAF-ND, Fargo ND
2013 Silver ADDY Award	› Varistar - Integrated Campaign AAF-ND, Fargo ND
2009 Silver ADDY Award	› Photography - Elements of Advert. AAF-ND, Fargo ND
2008 Silver ADDY Award	› Advertising Self Promotion AAF-ND, Fargo ND
2007 Gold ADDY Award	› SE7EN Magazine - Interactive AAF-ND, Fargo ND
2007 Gold ADDY Award	› PSA Mags - Mixed Media Campaign AAF-ND, Fargo ND
2007 Gold ADDY Award	› PSA Mags - Collateral Campaign AAF-ND, Fargo ND
2005 Gold ADDY Award	› NDSU Office of Admission - Interactive AAF-ND, Fargo ND
2003 Gold ADDY Award	› NDSU University Relations - Website AAF-ND, Fargo ND