



MAURO HERNANDEZ

Creative Director · Creative Operations & AI

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Impact

180+ hours saved per month
3x production capacity
70+ concurrent brands
1,000+ deliverables per month
30+ creatives

Skills

- 💡 Creative Leadership
- 🔄 Creative Operations
- 🎯 Creative Strategy
- 👁️ Art Direction
- 🤖 AI & Automation
- 👥 Team Development

Education

BA, 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.