Jared Rosaline Hernandez
Curriculum Vitae

Contact
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Location: Miami, Florida

Professional Profile

Creative strategist, educator, branding professional, and digital communicator with experience in education, branding, web design, digital communications, UX-informed design, and entrepreneurship. Founder of Lumen Creative with expertise in brand identity, digital storytelling, and authentic learning experiences.

Education

• University of Florida — M.A. Mass Communication (Web Design & Online Communication), Expected 2026
• Google UX Design Certificate (Coursera), 2022
• Florida International University — B.S. Elementary Education
• Miami Dade College — A.A. Elementary Education

Professional Experience

• Founder & Creative Director, Lumen Creative (2026–Present)
• Middle School Science Teacher, Doral Academy Preparatory (2021–2026)
• Digital Communications Specialist, RiskLabMiami @ FIU (2022–2025)
• Middle School Teacher & STEM Department Head, Somerset Gables Academy (2019–2021)
• Second Grade Teacher, Pinecrest Glades Academy (2016–2017)
• Founder & Owner, Mama's Sweet Designs (2009–2013)

Teaching Interests

• Brand Strategy
• Digital Storytelling
• Web Design
• UX/UI
• Visual Communication
• Project-Based Learning
• AI in Education

Certifications

• Florida Professional Educator Certification (K–6)
• Google UX Design Certificate
• Foundations of UX Design
• Empathize, Define & Ideate
• Rock Your LinkedIn Profile

Technical Skills

• Figma
• Canva

- Adobe Creative Cloud
- HTML/CSS
- Framer
- Base44
- Canvas LMS
- Nearpod
- Quizizz
- Google Workspace
- Microsoft Office