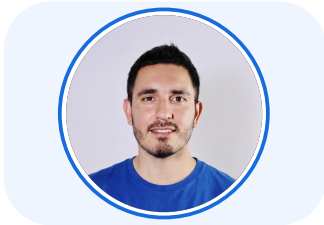


Felipe Hernández-Campos

Creative Web Developer

Design-led front-end | UI/UX | Interaction | 3D

● Vienna, Austria felpscreative.com linkedin.com/in/felpshernandez felpshernandez@gmail.com



PROFILE

Creative web developer with a foundation in graphic design, UI/UX and digital communication. I design and build responsive websites, interactive prototypes and visual experiences, carrying projects from concept and layout through front-end implementation. My work combines visual clarity, thoughtful interaction and practical production across web, motion and 3D.

EXPERIENCE

Graphic & Web Designer

May 2024 - Feb 2025

Design Orange Moon | Vienna

- Created campaign assets for web, social media, advertising and print while maintaining visual consistency across brands.
- Translated visual direction into HTML, CSS and WordPress implementations and incorporated AI-assisted creative workflows.

UI/UX Design Intern

Dec 2023 - Feb 2024

FH St. Pölten | Railway Mobility Area

- Designed Staffer Rail from wireframes to reusable Figma components and high-fidelity interactive prototypes.
- Organised complex railway information into a clearer and more approachable user interface.

Freelance Graphic & Web Designer

2011 - 2023

Independent | Chile and remote

- Developed brand identities, websites, landing pages and campaign materials from initial concept to final delivery.
- Produced 3D visualisations, animation, editorial material and product photography.

Brand Owner & Digital Manager

2012 - Present

Asegurarte.cl | Chile and remote

- Created and evolved the brand identity and designed and maintained its WordPress and Bricks website.
- Managed content, SEO, analytics and the brand's wider digital presence.

EDUCATION

Bachelor of Science - Creative Computing

FH St. Pölten University of Applied Sciences, Austria
2021 - 2025

RELEVANT MODULES

Graphic Design, Visual Communication, Motion Design, Digital Media Production, Applied AI, UX/UI Design and Web Technologies

Professional Degree - Graphic Design and Media Marketing

DUOC UC, Chile
2006 - 2011

TECHNICAL KNOWLEDGE

Design and Print

- Adobe Illustrator - Advanced
- Adobe Photoshop - Advanced
- Adobe InDesign - Advanced
- Figma - UI/UX and prototyping

Web and Digital

- HTML, CSS and JavaScript - Advanced
- WordPress and Bricks Builder
- Blender - 3D and animation
- AI: Adobe Firefly, Nano Banana and ChatGPT Image

PROFESSIONAL SKILLS

- Spanish native, English C1 and German B2
- Strong sense of typography, visual language and brand consistency
- Independent and detail-oriented working style
- Open to full-time roles and freelance collaboration