

Ruben Hernandez
Creative Director of Maryvale Arts LLC
Glendale, AZ | (602).550.6300 | ruben@maryvalearts.com

SKILLS

- Bilingual – Spanish/English
- Public speaking
- Training/facilitating
- Event planning/management
- Professional Muralist
- Graphic Designer
- Multi-disciplinary artist
Proficient in abstract and hyper realistic mural painting

TRAININGS AND CERTIFICATIONS

- **Basic Life Support Provider** – *American Heart Association* - January 2019
- **Active Parenting Training of Trainers**, *Active Parenting Publishers* – July 2016
- **Community Mobilization for Community Change**, *Office of Adolescent Health* – June 2016
- **Confidentiality and HIPAA**, *Mercy Maricopa Integrated Care* – September 2015
- **Level One Fingerprint Clearance Card**, *Department of Public Safety* – July 2015
- **Understanding Adolescent Brain Development**, *Maricopa County Department of Public Health* – March, 2015
- **Business Insurance** – Two-million-dollar coverage, able to issue COI upon request

EDUCATION

- **Bachelor of Arts in Entrepreneurial Studies**: *Grand Canyon University*, Phoenix, AZ August 2016 – April 2019
- **Fine Arts Education**: *Scottsdale Artists' School*, Scottsdale, AZ July 2011 – November 2013

WORK EXPERIENCE

- **Creative Director**: *Maryvale Arts LLC* – Glendale, AZ November 2019 – Present
 - Responsible for all functions of operations, including networking, art designing, painting and managing company accounts.
- **Prevention Manager**: *Touchstone Health Services* – Phoenix, AZ July 2020 – June 2021
 - Managed a team of supervisors to ensure we met grant requirements and reach numbers.
 - Provided professional development in evidence-based curriculums.
 - Responsible for creating semi-annual reports.
 - Maintained professional relationships with community stakeholders and partners.
 - Responsible for scheduling educational programs in the Glendale and Alhambra school district schools.
- **Program Manager**: *Maryvale Revitalization Corporation* – Phoenix, AZ March, 2019 – April 2020
 - Managed a team to plan and implement youth programs and community outreach events.
 - Curriculum designing, public speaking, strategic marketing, and managing social media pages.
- **Community Liaison**: *Victory Collegiate Academy* – Phoenix, AZ July 2017 – March 2019
 - Spearheaded recruitment events and increased company revenue by \$1.4 million
 - Managed the front office to provide quality customer service and connected parents to valuable community-based programs.
 - Lead community outreach events
- **Prevention Community Liaison**: *Touchstone Behavioral Health* – Avondale, AZ August 2015 – June 2017
 - Facilitated Active Parenting of Teens and Making Proud Choices curriculum to meet grant goals and requirements.
 - Attended community meeting to identify areas of opportunity and create meaningful partnerships.

- Managed social media accounts and networked within targeted communities to build new partnerships.
- Responsible for training community members in Active Parenting of Teens program to increase parenting education resources in the Maryvale, Glendale, and Avondale communities.

- **Youth Education Program lead** November 2013 – September 2018
Abundant Life Center – Phoenix, AZ
 - Assisted in curriculum designing and volunteer training for K-12 grade Student Ministry Program.
 - Increased the company network by 300%

ACCOLADES AND ACCOMPLISHMENTS

- **Chairman:** *Maryvale Adolescent Partnerships Providers* May 2013 – November 2014
- **Impact Volunteer Award:** *City of Phoenix* April 2014
- **Educational Excellence Award:** *Maryvale Revitalization Corporation* April 2014

Mural Description

Title: Find Your Purpose

Dimension: 15×17 ft

Location: Grand Canyon University (Antelope Reception Center)

Project Duration: 10 days

Mediums used: Hand-painted with professional-grade acrylic paint

Style: Traditional landscape and typography

Title: Space Range

Dimension: 7×45 ft

Location: Scottsdale Gun Club - Shooting Range

Project Duration: 12 days

Mediums used: Professional-grade spray paint, fluorescent paint, and airbrush equipment.

Style: Urban

Title: George and Dragon (currently under construction)

Dimension: 65×15 ft

Location: George & Dragon - Downtown Phoenix

Project Duration: 5 weeks

Mediums used: Professional-grade spray paint and brushwork

Style: Hyperrealism

Title: Reflections of Surprise Mural Restoration

Dimension: 64×12

Location: City of Surprise Library

Project Duration: 14 Days

Medium: spraypaint on stucco

Style: Abstract

Title: Unity in the Herd

Dimension: 10×24

Location: Thunderground, Grand Canyon University

Project Duration: 10 days

Mediums used: Professional-grade spray paint and brushwork

Style: Mixed media, hyperrealism, typography, abstract

To whom it may concern,

My name is Ruben Hernandez; I am the creative director of Maryvale Arts LLC. I have been in business since 2019 and specialize in creating large-scale murals. The purpose of this letter is to explain previously completed work and how I will draw inspiration for the memorial mural. I will be sharing my experience from a recent and current project - "Find Your Purpose" and "Through the Fire" to share my creative process.

Find your Purpose is a mural close to my heart because I got to live out my purpose as an artist to create an inspiring piece of artwork that future GCU alumni and employees will enjoy for many years to come. This mural measures 15x17 feet and is located inside the Antelope Reception Center (ARC) in Grand Canyon University. My client's goal was to decorate the plain white walls of the building with colorful artwork while integrating their marketing messaging.

I accomplished the goal by creating a piece that showcases the natural beauty of Arizona and overlays typography to relay GCU's branding message. The inspiration for this project came from images of the Grand Canyon. I used professional-grade acrylic paint and brushes to create the vibrant sunset landscape, the overlaid logo, and their advertising slogan - Find Your Purpose.

"Through the Fire" is located in the north-facing wall of the legendary English Pub, George and Dragon, near downtown Phoenix. My client hired me to create an illustration from the story of the brave St. George slaying the Dragon. I used historical paintings and story references to develop the design in a hyperrealistic art style. I used professional-grade UV-protected primer and latex paint to prepare the surface and UV-protected spraypaint to create the artwork. I am currently working on this project and scheduled to finish later this month.

As a professional muralist, my goal is to turn an idea into a creative expression. My approach to every mural starts with the intention to listen and communicate a clear message through art. If given the opportunity to paint the memorial mural, I will draw inspiration from the life of Mark David "Bo" Boulanger. I would make myself available to meet with people that knew him. I would want to paint a scene that captures the essence of "Bo" that will live throughout the community he served. It would be an honor to create such a piece that commemorates the life of a fallen hero that served the community for over 25 years.

Thank you for your time and consideration; I am very excited about this opportunity. I hope you find me a good fit for this special memorial mural.

Sincerely,

Ruben Hernandez



Always — IN THE — Feral





GEORGE & DRAGON



@ruben_theArtist

2021



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