

Katya Hernández

Global Brand & Design Leader

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Summary

I'm a design leader with two decades of experience in graphic design and brand development. As Director of Brand & Design at TELUS Digital, I led the global brand strategy and visual identity for one of Canada's most iconic and innovative technology companies. Known for transforming complex brand systems into intuitive experiences and for scaling design operations across continents, I am passionate about making cutting-edge visuals accessible and memorable for both internal stakeholders and external customers.

Professional Experience

Director, Brand & Design

September 2025

- Lead TELUS Digital's global brand strategy, focusing on fixing pain points where the brand was being misused.
- Serve as the global brand prime for TELUS Corporation (TELUS Digital's parent company) to ensure brand consistency across organizations.
- Spearheaded the brand evolution post-rebrand from TELUS International to TELUS Digital, helping teams worldwide transition into the use of new visual assets and documenting all the technical aspects of the new brand.

Senior Manager, Brand & Design

December 2023 – September 2025

- Directed visual strategy and execution during TELUS Digital's transition to a publicly traded company.
- Led the development of a refreshed brand identity, balancing TELUS' legacy with its future-forward digital vision.
- Provided internal brand training to designers, salespeople and key stakeholders to ensure alignment and adoption of brand standards.
- Provided direction for the correct application of the brand throughout the telusdigital.com website.
- Led visual strategy for display ad campaigns

Manager, Brand & Design

October 2020 – December 2023

- Led the development of scalable design systems and brand guidelines used across 30+ countries.
- Managed a global team of designers to create impactful collateral for the generation of sales leads.
- Delivered high-impact visual storytelling for digital products, campaigns, and executive communications.
- Continued internal brand education efforts, helping interdisciplinary global teams apply our design system effectively.

Skills & Expertise

- Creative Direction & Visual Storytelling
- Brand Strategy & Identity Development
- Design Leadership & Team Management
- Cross-functional Collaboration & Executive Communication
- Global Brand Governance
- Design Systems & Accessibility Standards
- Technical Writing of Design Guidelines (English & Spanish)
- Figma
- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Premiere, After Effects
- **AI Tools:** Microsoft Copilot, Shutterstock AI Image Generator, Google Gemini, Adobe Firefly, and generative tools within Adobe apps
- **Google Workspace:** Slides, Docs, Sheets
- **Office 365 Tools:** PowerPoint, Word, Excel
- **Project Management Tools:** Jira, ClickUp, Monday.com, Trello

Languages

Spanish – Native

English – C2 (Advanced)

Chinese (Mandarin) – A2 (Elementary)

Education

Bachelor's Degree in Graphic Design

Universidad Dr. José Matías Delgado –

El Salvador

Senior Designer, Global Customer Marketing

November 2017 – October 2020

- Designed customer-centric marketing assets for global campaigns, supporting TELUS Digital's expansion into new markets.
- Applied TELUS Digital's brand book to diverse platforms, ensuring consistency in a fast-evolving brand.
- Initiated internal brand training programs for design, communications, sales and marketing teams to improve brand fluency and consistency.

Designer, Marketing and Communications

September 2012 – November 2017

- Created visual content for internal and external communications, including campaigns, presentations, and digital assets.
- Supported brand development during TELUS' early expansion in Latin America.
- Contributed to TELUS' reputation as a caring, community-driven brand.

Editorial Designer, El Gráfico Newspaper

January 2006 – January 2007

- Designed editorial layouts and visual content for one of El Salvador's leading newspapers.
- Developed strong foundations in typography, composition, and visual storytelling.