

SHEILA HERNANDEZ

Bradenton, FL | 941-730-1380 | shernandez520@gmail.com | linkedin.com/in/sheila-aiworkflow | github.com/She Hernandez520 | shernandez520.github.io

PROFESSIONAL SUMMARY

Creative Operations & Automation Specialist with 20+ years of experience in the promotional products industry — supplier side, distributor side, and every broken workflow in between. I build systems that eliminate manual work, launch live software tools, and translate complex operational challenges into elegant, scalable solutions. Founder of ArtCheck, a SaaS art file screening tool gaining organic traction in the promo industry. Received a 5/5 performance review and raise in April 2026 for automation work at Regency360 that is being escalated to organizational leadership.

CORE COMPETENCIES

Workflow Automation & Process Optimization | Production Art & File Prep | Creative Operations & Systems Design | AI-Assisted Development & Rapid Prototyping | SaaS Product Development | Cross-Functional Stakeholder Management | Cost Analysis & Operational Efficiency

PROFESSIONAL EXPERIENCE

Implementation Analyst | Regency360 (Office Depot) | March 2023 – Present

- Built and deployed FINALIZER, a PowerShell batch automation suite that processes high-volume operational workflows — eliminating manual processing, reducing errors by 40%, and saving 10+ hours per week; work is being escalated to organizational president
- Received 5/5 performance review and raise (April 2026) for automation contributions; invited into future high-profile organizational projects
- Designed and launched ArtCheck (artcheck.app), a SaaS art file screening tool built on personal time that screens vectors, rasters, PDFs, PSDs, embroidery files, and CorelDRAW files; gaining organic traction via LinkedIn and promo industry groups
- Design and implement enterprise-wide asset management systems and workflow frameworks improving consistency and discoverability across 100+ B2B client accounts
- Create reusable templates and automated deployment processes that reduce setup time from 8 hours to 2 hours, enabling faster project launches
- Partner with Creative, Engineering, IT, and Operations leadership to identify workflow bottlenecks and implement process improvements
- Develop documentation frameworks and knowledge management systems that reduce new team member onboarding time by 50%

PPA (Print, Promo & Apparel) Specialist | Regency360 | January 2022 – March 2023

- Managed end-to-end order execution from design concept through vendor production, ensuring speed, accuracy, and brand alignment
- Collaborated with Marketing, Sales, and Customer Success to convert project requirements into production-ready deliverables
- Provided high-quality customer and vendor support maintaining clear communication around timelines, approvals, and custom order expectations

Senior Production Artist / Team Lead | Tervis | April 2018 – December 2021

- Led creative production team of 5, establishing operational standards, workflow documentation, and quality control processes that improved output consistency by 35%
- Collaborated with Engineering, Manufacturing, IT, and external partners to solve complex technical challenges and optimize production workflows
- Pioneered innovative production methods that expanded product customization options by 40% and created new revenue opportunities
- Partnered across Sales, Creative, Licensing, Production, and Customer Service to ensure technical accuracy and brand compliance

Implementation Analyst (Operational Excellence) | Fresenius Medical Care | June 2016 – March 2017

- Conducted national KPI analysis across 200+ healthcare facilities, identifying performance gaps and recommending data-driven improvements that increased operational efficiency by 15%
- Delivered training and change management support to Directors of Operations ensuring successful platform adoption

Client Connectivity Coordinator | Quest Diagnostics | August 2013 – March 2015

- Coordinated technical implementation workflows for healthcare system integrations as primary liaison between IT, Operations, and external stakeholders
- Ensured project readiness, regulatory compliance, and successful deployment through detailed documentation and cross-functional coordination

NOTABLE PROJECTS

ArtCheck — artcheck.app

SaaS art file screening tool for the promotional products industry. Screens vectors, rasters, PSDs, PDFs, embroidery files, and CorelDRAW files for print-readiness. Built independently on personal time. Deployed on Streamlit Cloud with organic LinkedIn traction and zero paid promotion.

FINALIZER Batch Automation Suite

Internal PowerShell orchestration suite built at a national promotional products distributor. Automates high-volume batch processing workflows, eliminates manual intervention, and integrates with enterprise systems. Saving 10+ hours per week across the team.

EDUCATION & CERTIFICATIONS

Associate of Arts (AA), General Studies | St. Petersburg College
Computer Animation | Art Institute of Fort Lauderdale

- Atlassian Agile Project Management Professional Certificate
- Agile Project Management with Jira
- Leveraging Generative AI for Project Management
- Make.com Basics Certification

TECHNICAL SKILLS & TOOLS

Automation & Development: PowerShell, Python, Adobe ExtendScript, GitHub Copilot, Chrome Extensions, Make.com, Zapier, Streamlit

Project Management: Jira, Confluence, Smartsheet, Asana, Agile methodologies, cross-functional coordination

Creative Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign), CorelDRAW, production workflows, vector cleanup, color separations, decoration-method file prep (screen print, embroidery, sublimation, laser)

Industry: 20+ years promotional products (supplier & distributor), NetSuite, HUB, asset management systems