

Vinylz Bio

By Alexzenia Davis

Their craft depends on their ability to remain relatable, yet unique. So there are few clichés when describing the sound and style of a music producer. True, they “don’t miss a beat,” but no two have the same groove. They have the distinct task of relying on their instincts to create tracks so infectious, everyone will want a hit.

Responsible for some of today’s top hip hop hits is 24 year old Anderson “Vinylz” Hernandez. Born and raised in Washington Heights, NY, the Dominican-American hit-maker has moved to the forefront of a genre that has heavily influenced his life and career. He has successfully worked himself into the pool of highly sought after producers; and he has quickly earned his stay. Rick Ross, Jay-Z, Drake and Nicki Minaj can all credit him with some of their biggest records. Yet peel off the labels and accolades and what you’ll find out about Vinylz may surprise you.

And those accolades are stacked: In 2013, Jay-Z’s “F***WithMeYouKnowIGotIt” and Rick Ross’ “No New Friends” both placed on the Billboard Hot 100 chart; the latter was certified gold by the RIAA. A string of hits alongside Drake’s producer, Boi-1da, helped to score Vinylz a publishing deal with Sony ATV. In addition to the deal, he has established his own production company, 45 Music Group, under which he has signed two artists—Allen Ritter and Jae B.

The man behind the music, in many ways, contradicts some of his own creations. His music is boldly pronounced with echoing bass lines and almost harrowing melodies—perfect for the gritty themes that ultimately lace them. Vinylz demeanor, on the other hand, is a bit more laid back. He’s a man of few words, yet his depth is apparent. He’s not extremely transparent, but pay careful attention, and you’ll realize to what you can attribute his success: An impeccable grind; attentiveness; and a quiet confidence which shines through particularly in his music.

Though it wasn’t until 2013 that he started receiving widespread public recognition, Vinylz is no amateur. He started producing at age 15 when the love for beat-making beat out the rapport he had with his brief, but burgeoning, rap career. Learning the ropes on the then popular Fruity Loops (now FL Studio), Vinylz realized that both his passion and skills could possibly transcend to something greater. His name came courtesy of a friend who noticed both his knack for clever sampling and his addiction to his father’s collection of vinyl records. Still, it wasn’t until he reached the halfway point of his freshman year of college that he decided to aggressively pursue a production career; a move which did not sit well with his parents.

Setting up shop in a Washington Heights studio, Vinylz pulled from his various influences—Timbaland, Pharrell Williams, Swizz Beatz, Nottz, Bink, Rich Harrison—and flourished through his work with both local artists and hip hop stars like Drag-On and Cassidy. Recording up to 10 tracks a week, Vinylz intense work ethic prepared him for what would be his big break.

After reaching out to Drake’s producer Boi-1da via MySpace to retrieve the instrumental for “Best I Ever Had,” Vinylz ended up forming a relationship which would remain long after the request. Impressed by his work, Boi-1da became a mentor to the young producer; the two continuing on to collaborate on tracks such as “F***WithMeYouKnowIGotIt” (Jay-Z/Rick Ross) and “The Language” (Drake).

Vinylz has matured in his craft and has settled into a routine. He now focuses on quality over quantity; working on only two to three beats per week. He resides in New Jersey where he is building his own studio; one which will cater to an atmosphere—equipped with LED lights and candles—and create a vibe that is almost as relaxed as he is.

He is currently keeping busy with projects for a host of artists, including: Drake, J. Cole, Puff Daddy, Sammy Adams, Prince Royce, Allen Ritter and Jae B.