



## OBJECTIVE

I'm Fernando, fine artist, rock star, husband and father, and a pretty excellent designer. Looking for an opportunity to show off my skills for a creative group or brand that loves inspiring people to act and engage as much as I do.

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## EXPERIENCE

**SEPTEMBER 2024 - PRESENT**

**BRAND DESIGNER - REMOTE**

**SOLVENTUM - MINNEAPOLIS, MN**

Rebranding 3M packaging and labels with the Solventum style guide.  
Creating logo lock-ups for sub brands. Produce production-ready files. Retouching.

**APRIL 2024 - SEPTEMBER 2024**

**PRODUCTION PACKAGE DESIGNER - REMOTE**

**SHARKNINJA - NEEDHAM, MA**

Package Design, Refreshing Instruction booklets, Quick Style Guides,  
Reconstructing Production Files, Direct Illustrators with How-To Illustrations,  
Communication with SharkNinja Production Team in Asia.

**JUNE 2017 - PRESENT:**

**FREELANCE GRAPHIC DESIGNER | ARTIST**

Package Design, Logo Design, Brand ID, Production, Photo Shoot Direction,  
Web Graphic Elements, Retouching, 3D Packaging Renderings,  
Publication Design & Other Communication Materials.

**APRIL 2022 - JANUARY 2024:**

**SENIOR RETAIL PRODUCTION ARTIST / DIGITAL DESIGNER - REMOTE**

**TPN (INTEGER) - DALLAS, TX**

Production, 3D Rendering, Logo Design, Brand ID, Web Graphic Elements,  
Publication Design & Other Communication Materials.

**OCTOBER 2019 - OCTOBER 2020:**

**GRAPHIC DESIGNER - CONTRACTOR**

**HASBRO - PLAY-DOH TEAM, PAWTUCKET, RI**

Package Design, Production, Project Management, Photo Shoot  
Direction, Retouching, 3D Artist Collaboration for Realistic Renderings.

**MARCH 2018 - AUGUST 2019:**

**PACKAGING SPECIALIST - CONTRACTOR**

**TJX, FRAMINGHAM, MA**

Package Design, Production, Project Management, Logo Design,  
3D Model Rendering, Retouching, Prototype Comping.

**JULY 2008 - MAY 2017:**

**ART DIRECTOR**

**CONAIR CORP., STAMFORD, CT**

Responsibilities:

- Managing and mentoring a small group of talented designers.
- Assigning everyday work flow to designers. Directing photo shoots from initial concept to shot direction, and finally, retouching.
- Leading and executing ground-breaking, innovative Package Design from conception through design and production.
- Creating 3D models to bring to life visual concepts to sell in to marketing and client.
- Working together with the Multimedia team to develop digital elements.
- Provided art direction on several commercials.
- Concepting and creating marketing materials to support the company's Public Relations efforts, Exhibition presence and product sell-ins to retailers like Walmart, Target, and Ulta, all across the country.

## EXPERIENCE

**MAY 2001 - JUNE 2008**

**ART DIRECTOR**

**TRACYLOCKE, WILTON, CT**

Designed and produced a broad range of materials and programs for all Pepsi pour vendors such as, California Pizza Kitchen, Panda Express, Starwood Hotels, Subway, Taco Bell, National Amusements and Arby's.

## EDUCATION

**1997-2001**

**DIPLOMA - GRAPHIC DESIGN**

Paier College of Art  
Hamden, Connecticut

## SKILLS

Print Design & Production, Package Design, 3D Rendering,  
Presentation Design, Digital Design, Art Direction (Broadcast), Painting,  
Screen Printing, Musician.

## TOOLS

**INDESIGN | PHOTOSHOP | ILLUSTRATOR | DIMENSION  
SKETCHUP | POWERPOINT | WORD | FANTASTIC FOLD**

## ACHIEVEMENTS

2016: Graphic Design USA Award for Personal Care Grooming Packaging  
2012: Graphic Design USA Award for John Frieda Packaging  
1999-2000: Dean's List at Paier College of Art  
1999: The Frank Golino Memorial Award for the Most Promising  
Graphic Design Student

## REFERENCES

**JACKIE ZIMMERMAN**

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**ALISA VANACORE**

ART DIRECTOR | tel: 203-530-8732 | email: [alisamvanacore@gmail.com](mailto:alisamvanacore@gmail.com)

**JEN PARRA**

SR. ART DIRECTOR | tel: 914-907-1544 | email: [jennifer\\_parra@conair.com](mailto:jennifer_parra@conair.com)