



OBJECTIVE

I'm Fernando, fine artist, frustrated rock star, husband and father, and a pretty excellent art director. 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

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.

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 groundbreaking, 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.

MAY 2001 – JUNE 2008:

ART DIRECTOR

TRACYLOCKE, WILTON, CT

Responsibilities:

- Helped lead design and concepting for all Promotional and Shopper Marketing needs of the US PepsiCo Foodservice division.
- 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.
- Other clients included Quaker Foods, Gatorade, SoBe, Starbucks, Tropicana, Beck's Beer, and various Hershey's brands.

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



FANASTIC 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

ACD/COPYWRITER

TEL: 203-912-6555

EMAIL: JTZIMM714@GMAIL.COM

ALISA VANACORE

ART DIRECTOR

TEL: 203-530-8732

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JEN PARRA

SR. ART DIRECTOR

TEL: 914-907-1544

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