



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

ACD/COPYWRITER | tel: 203-912-6555 | email: jtzimm714@gmail.com

ALISA VANACORE

ART DIRECTOR | tel: 203-530-8732 | email: alisamvanacore@gmail.com

JEN PARRA

SR. ART DIRECTOR | tel: 914-907-1544 | email: jennifer_parra@conair.com