



## 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

**APRIL 2024 - PRESENT:**

### PRODUCTION PACKAGE DESIGNER - REMOTE

SHARKNINJA - DEDHAM, 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.

**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



### 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](mailto:jtzimm714@gmail.com)

### 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)