

FERMIN/F DOT/COM

FERMIN FERNÁNDEZ
DESIGN/ART DIRECTION

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SUMMARY:

Solid work experience in the Advertising Industry cultivating brands across a variety of sectors: Telecom, Consumer, Tech, Financial, and the nurturing landscape of Mom & Pop establishments. I love diving into Branding, Logos, Print, and Web design. Blending creativity, concept development, and smooth communication with teams and clients alike.

EXPERIENCE:

SENIOR DESIGNER, DIGITAL (lead)

McCann WorldGroup/Craft Worldwide, Interpublic Group (IPG) October 2014 – February 2024

SENIOR DESIGNER, PRINT

Prodigious, NY, (Publicis Groupe) May 2009 – October 2014

Saatchi & Saatchi, NY, (Publicis Groupe) March 1999 – May 2009

RESPONSIBILITIES:

- Execute production-ready OLA banners in accordance with (IAB) HTML5 Playbook before hand-off to Developers.
- Design App tiles for Verizon's Website and Mobile App including partner sites Walmart and BestBuy.
- Version out design concepts and solutions based on creative briefs and clients business strategy.
- Design adaptations and clean-up master files for: standards, statics, mobile, rich and social media banners.
- Assured deliverables are brand compliant and follow brand guidelines/toolkits.
- Utilized layer comps to build storyboards.
- Design and image compositions for 360 campaigns (print, broadcast, mobile, digital, and social media).
- Manage freelancers and provide oversight.
- Created On-boarding and How-To's documentation for staff and freelancers .
- Creative development and support for presentations and new business pitches.
- Execute Print-ready mechanicals: magazines, newspapers, OOH and Direct Mail.

CLIENTS:

Verizon (Fios, VHI/5G-Home) | Microsoft (Windows, Surface, Office, Teams) | Qualcomm | U.S. Bank (B2B, B2C) MasterCard | State Street Global Advisors | Norton (N360, LifeLock) | Lockheed Martin | L'Oreal Paris P&G (Tide, Crest, Folgers, Iams, Pampers, Head & Shoulders, Olay) | General Mills (Cheerios, Total, Fiber One, Pillsbury) | JCPenney | Lenovo | Ameriprise Financial | Novartis (Triaminic, Theraflu) | Mead Johnson (Enfamil, Enfagrow) | JPMorgan Chase (Sapphire) | MillerCoors (Miller 64, Miller Chill, Miller Cabo, Miller High Life, Miller Lite

FREELANCE:

DESIGN + ART DIRECTION

Work For Hire, 1995 – Present

CLIENTS:

Cocina De Raul | Ecotone Recordings | Elephant Blue Design | Grafcast | Just Plastics | Magic Novelty Company On My Signal | Rockit Wave 8 | Thrust Apparel | Toma Vodka | Tripulante | Uptown Sports Complex Inwood Hills Spirits and Wine Room | Liza Crespo Ecotecture | 643 Recruit | Blue Line Gourmet | Bronx BBQ | Dyckman District | Loeser's Deli | O-Werks Garden | One8One | Urban Nature Walks

AWARDS:

2019: IPG + Amazon: Alexa Voice and Connected TV Creative Hackathon (Shortlisted finalist)

2005: Cannes Lions International Festival of Creativity: (Silver Lion Campaign) Travel, Transport & Tourism – Air Tahiti

2005: London International Awards: (Gold Print Consumer Campaign) – Air Tahiti

1995: Advisory Commissions Award: (Excellence in Art & Advertising Design)

EDUCATION:

New York City Technical College (CUNY) Arts & Science: Art and Advertising Design, 1995

APPLICATIONS:

Adobe Creative Cloud: Photoshop, Illustrator, InDesign
Microsoft Suite: Outlook, Word, PowerPoint, Teams
Sketch App, Figma, Google Docs

MENTOR:

L'Oreal + CUNY/CCNY + Project Job: April 2019 – June 2019

Workforce Diversity and Inclusion (Digital Design Apprenticeship)