




**ANTHONY
DAVID
FERNANDEZ**
GRAPHIC DESIGNER

CONTACT

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RECOGNITION

- 09.14 – ArtCenter College of Design
04.18 Portfolio Scholarship
- 09.16 – Metal Finishing Association LLC
12.16 Bright Design Scholarship
- 08.15 – Certified National Trainer
08.18 Bloomin' Brands
- 06.09 – Hospitality Industry
08.18 California Food Handlers Card
- 06.11 National Bartending School
Certificate

SOFTWARE

- Adobe Acrobat ●●●●●●●●
- Adobe After Effects ●●●●○○
- Adobe Illustrator ●●●●●●●●
- Adobe InDesign ●●●●●●●●
- Adobe Photoshop ●●●●●●○○
- Adobe XD ●●●●●●○○
- Keynote ●●●●●●○○
- MS PowerPoint ●●●●○○
- MS Word ●●●●●●○○
- Sketch App ●●●●●●○○
- SolidWorks ●●●●○○

ABOUT ME

Los Angeles based Graphic Designer with the ability to solve problems and create design solutions across various media platforms. Skilled in packaging design, identity branding, UX/UI, digital and print design. My goal is to cultivate creativity and innovation to drive new design ideas. Feel free to take a look at my website/portfolio.

EDUCATION

- 09.14 – **Bachelor of Fine Arts in Graphic Design**
04.18 ArtCenter College of Design, Pasadena, CA
- 08.07 – **Associate of Arts in Graphic Design**
06.10 College of the Canyons, Santa Clarita, CA

EXPERIENCE

- 07.18 – **Graphic Designer**
Present F45 Training, Venice, CA
Work closely with the creative director to understand and execute projects of all sizes to meet the goals and objectives. Produce the creative assets such as social media graphics, branding, presentations, animated gifs, website designs and print campaigns; ensuring accuracy and attention to detail. Present visually engaging concepts with an effective hierarchy so information can be easily read and easy to understand.
- 05.17 – **Design Intern**
08.17 Warner Bros. Entertainment, Burbank, CA
Assisted in the ideation and development of design layouts and presentation decks. Created compelling infographics that brought meaning to data and information. Conceptualized data to visually communicate a creative strategy for clients/broadcasting networks.
- 07.15 – **Freelance Graphic Designer**
11.17 Self-Employed
Designed logos for brand identities. Conceptualized and designed wine labels, wedding invitations, branding apparel, postcards, stationary, brand collateral and promotional videos.
- 08.15 – **Server**
08.18 Bonefish Grill, Valencia, CA
Took food orders and provided excellent customer service.

SKILLS

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|---------------------|-----------------------|---------------------|
| Typography | Branding and Identity | Packaging Design |
| Page Layout | Storyboarding | Poster/Print Design |
| Concept Development | Sketching / Drawing | Logo Design |
| Prototyping | Image Editing | Visual Design |
| Digital Advertising | Some HTML / CSS | UX / UI Design |