

## **Fernando Velez** (He, Him)

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Seasoned **graphic/production designer** with 20+ years experience in print and digital design. Pharmaceutical, healthcare, CPG, large trade shows and fashion background. Expert in InDesign, Illustrator, Photoshop, Acrobat, Microsoft Office and CMS systems. Fluent in die-lines and complex, detail oriented print jobs as well as creating digital assets and interactive PDFs. Experienced with HTML and CSS.

### **Professional experience:**

#### **TAG WORLDWIDE, LIFE SCIENCES DIVISION | REMOTE - GLOBAL ADVERTISING AGENCY.**

*Senior Production Artist, November 2020 - July 2022*

- › Worked within a remote, collaborative team of production artists, project managers and print specialists to produce materials for Bristol Myers Squibb's oncology brands for patients and physicians. Partial list of projects: ISI/label updates, gatefold brochures, side effect trackers, order sets, event materials and digital assets.
- › Utilized Jira for project management.
- › Responsible for font management of print and digital teams.

#### **RWJ BARNABAS HEALTH | SOMERSET, NJ - INTEGRATED HEALTHCARE DELIVERY SYSTEM.**

*Freelance Production Designer, October - November 2019*

- › Designed and produced brochures catalogues, calendars, invitations, postcards, stickers, posters and digital assets targeted to patients as well as healthcare professionals.
- › Leveraged Workfront, a project management software for proofing, organizing and scheduling work.

#### **OTICON USA | SOMERSET, NJ - A WORLD LEADER IN HEARING CARE SINCE 1904.**

*Freelance Digital Designer, April - August 2019*

- › Designed and produced web pages for B2C and B2B websites targeted to hearing aid consumers and audiology professionals.
- › Designed and composed web and mobile graphics adhering to responsive UI/UX style guides.
- › Comprehensively leveraged Sitecore, an enterprise-level CMS software and DaVinci, a project management program.
- › Collaborated with design, marketing and IT departments in order to achieve successful campaign's goals.

#### **DANKSTOP | EDISON, NJ - SMOKING SUPPLIES RETAILER AND WHOLESALER.**

*Freelance Graphic Designer, August - November 2018*

- › Designed branding, collateral materials, UI/UX, packaging and trade show booth layouts for Highlife, Green Locker and Sanapure CBD, sub brands of Dankstop. Used Slack for project management.

#### **MONTCLAIR JAZZ FESTIVAL | MONTCLAIR, NJ - AWARD-WINNING MUSIC FESTIVAL.**

*Freelance Graphic Designer, June - July 2018*

- › Created a 128 page festival program as well as t-shirts, maps, signage and website assets.

#### **COMFORT REVOLUTION | LONG BRANCH, NJ - INNOVATOR IN THE BEDDING INDUSTRY.**

*Freelance Graphic Designer, August - November 2017*

- › Designed, developed and implemented packaging mockups and mechanicals, image retouching, sales sheets and additional communication materials.
- › Developed social media campaigns and assets for Instagram, Facebook and Twitter.

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**FINE MINERALS INTERNATIONAL | EDISON, NJ - FINE MINERALS DEALER.**

*Freelance Graphic Designer, May - August 2017*

- › Developed marketing programs: Branding, brochures, packaging, posters, press materials, trade show booth renderings in 3D and advertisements for national and international publications.
- › Researched and developed best practices for consumer oriented html emails with Constant Contact.
- › Updated company's retail website, mardanifineminerals.com

**INDO EXPO | DENVER, CO - THE PREMIER B2B CANNABIS TRADE SHOW.**

*Graphic Designer, January - August 2016*

- › Created company's corporate identity and collateral materials: Postcards, VIP badges, lanyards, packaging, gift bags and display signs for trade show.
- › Designed, developed and delivered advertisement layouts for national publications.
- › Optimized assets for social media and created animated web banners in assorted sizes.

**SHARON JONES & THE DAP-KINGS | BROOKLYN, NY - GRAMMY-NOMINATED SOUL BAND.**

*Percussionist, 2007 - 2016*

- › Recorded 7 full-length albums and toured nationally and internationally with an 11-piece band.
- › Partial list of venues performed: The Apollo Theater, Madison Square Garden (opening for Prince), Red Rocks amphitheater, Hollywood Bowl and The Sidney Opera House.
- › Partial list of festivals performed: Coachella, Bonnaroo, Summerstage, AfroPunk, SXSL (at The White House with President Obama), Austin City Limits and many more.
- › Performed on national TV shows: The Late Show with Stephen Colbert, The Tonight Show with Jimmy Fallon, Jimmy Kimmel Live, Ellen, Conan, David Letterman, Jay Leno and Austin City Limits.

**ENK INTERNATIONAL | NEW YORK, NY - B2B FASHION TRADE SHOW COMPANY.**

*Studio manager / Graphic Designer, 2002 - 2007*

- › Worked seamlessly with art director and show coordinators to conceive and produce strategies for print collateral materials and online designs for ENK's fashion trade shows.
- › Mentored and managed junior designers and freelancers. Designed and produced HTML emails, interfaced with internal and external clients and vendors, troubleshooted ads for placement in shows catalogues and national and international publications. Saved company tens of thousands of dollars by advising on software and hardware purchases.

**VIGNELLI ASSOCIATES | NYC - AWARD-WINNING, LEGENDARY DESIGN STUDIO.**

*Intern / 1997*

- › General board duties, digital comps for corporate Identity and architectural signage.

**Education:**

Fashion Institute of Technology, New York, Associates degree in Advertising Design.

**Languages:**

Fluent in Spanish, conversational in Italian.

**Design interests:**

Design thinking, design systems and color theory.

**Other interests:**

I love hiking, making dark chocolate from bean to bar, cooking and collecting vinyl records.