




FERNANDO PEREZ


GRAPHIC / WEB / UI / ART DIRECTOR

 F2GRAPHICDESIGNER.COM

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PROFILE:

15 years of professional experience. Excellent skills in high-end design, font usage and user interface. In-depth understanding of web-based multimedia technology (strengths and limitations), color theory and general usability issues. Strong work ethic and follow through on promised deliverables.

EDUCATION:

Design Institute of Cuba (ISDI)

Bachelor's degree in Informational Design, Graphic Design, Visual Communication. (1996-2001)

WORK EXPERIENCE:

Art Director

Sandals Resorts New Media office at Miami.

Work Load: Wireframes, User's Interface designs (Flow Strategies and Design), Landing Pages, Newsletters, E-commerce, Rich Media Banners, Ipad Apps, Email Campaigns. Conceptual development for promotional pages and Online Booking Engines for: Sandals, Beaches, Fowl Cay, Grand Pineapple, Private Villas and Island Routes websites. Sales campaign creation and general maintenance. Supervising designers at Miami headquarters, Honduras and India offices. (2008-Present)

Art Director

FNSCOM, Miami web design, internet marketing, and website applications.

(2007-2008)

Freelance

Have worked for many companies, in very diverse projects from Multimedia development, Flash presentations, Websites creation, to artwork for printing in all range of formats (Packaging, Brochures, Business cards, Flyers, Stationary, Posters, Billboards)

FEATURED SKILLS:

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|----------------------|------------------------|------------------------|---|
| • Creative Thinking | • Adobe CC Photoshop | • Adobe CC Acrobat Pro | Knowledgeable of: <ul style="list-style-type: none">• HTML, CSS, XHTML• Mobile Websites• Wordpress Standards• Apple OS• Windows OS |
| • UI/UX Analysis | • Adobe CC Illustrator | • Corel Draw X3 | |
| • Wireframe Creation | • Adobe CC Dreamweaver | • English/Spanish | |
| • Web 2.0 Standards | • Adobe CC InDesign | | |
| • Omni Graffiti Pro | • Adobe CC Flash | | |
| • Adobe CC Bridge | • Adobe CC Acrobat Pro | | |