

FERNANDO MEDINA > CREATIVE PROFESSIONAL

ph 630. 974. 7707 email fernandocreative@gmail.com

SUMMARY

I'm a highly skilled professional graphic designer and illustrator proficient with adobe creative suite cs4, quark, flash, and prepress. I'm a hard worker and passionate about my art. I'm perfectly content working in a team setting or as an independent freelancer. I specialize in print design, illustration, brochures, direct mail pieces, newsletters, packaging, technical illustrations, web graphics, corporate identity, conceptual art, and meeting deadlines.

EXPERIENCE

SENIOR DESIGNER : DISCMASTERS, MAPLE PARK, IL MAY 04-PRESENT

Create original print designs for cd/dvd packaging including booklets, posters, page lay outs, business cards, postcards, discs and wallets, custom illustrations, and photo retouching.

As the lead creative I independently manage and oversee design projects from initial concept development, working closely with clients (musicians, producers, and, directors, etc.) through final pre-press coordination.

Daily tasks include contacting clients to discuss their projects, making various revisions to multiple design job's, daily meetings with the Creative Director, preflighting and up loading completed files and coordinating designs with the production department.

ART DIRECTOR : WALTER PAYTON ROUNDHOUSE, AURORA, IL JUNE 99-04

Directed art implementation and design for multiple departments (restaurant, brewery, café, retail, and entertainment). Print designs included posters, t-shirts, logos, magazine ads, billboards, murals, exhibits, signage, and illustrations.

Worked closely with Owner/Creative Director to develop creative ad campaigns and strategic art implementation. I helped develop the corporate identity of each department.

FREELANCE GRAPHIC DESIGNER / ILLUSTRATOR

MIDWAY ELECTRIC INC. Aurora, IL 2008: Designed corporate identity including logo, web graphics, letterheads, and business cards. Designs used for uniforms and company cars.

APACHE CO, Aurora, IL 2007: Designed corporate identity including logo, letterhead, and print advertisements, for a cleaning product distributor.

GAMEFACE FASHION Aurora, IL 2006: Designed and developed graphics for youth athletic wear clothing line, including t-shirts, sweaters, and hats.

KANAN FASHIONS, Oakbrook, IL 2003-Present: Designed textile patterns, technical illustrations, clothing graphics, sale sheets, advertisements, and logos.

RECITABLE PUBLISHING CO., Aurora, IL 2004-2005: Lead designer and illustrator for a series of children's activity and coloring books, www.recitable.com

ROUNDHOUSE PUBLISHING, Aurora, IL 1999: Illustrated book cover of novel "Just Another Game" by author Scott Ascher.

TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Quark

Flash

Microsoft Office

Preflight Expert

MAC & PC proficiency

Photography

EDUCATION

Bachelor of Fine Arts 2003

Northern Illinois University

Major: Illustration 3.7/4 GPA

ACHIEVEMENTS

Who's Who Among Univ. 2003

NIU Art Scholarship 1999

RISD Award of Recognition

U.S. Congress Artistic Award

CONTACT

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