



**juan  
fernandez**  
VISUAL COMMUNICATOR

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## EDUCATION

**Northern Illinois University** Dekalb, Illinois  
**BFA Visual Communication** August 2012-May 2017

## WORK EXPERIENCE

**Imbibe** Chicago, Illinois  
**Junior Graphic Designer** August 2018-Current

The junior graphic designer plays an important role delivering on all creative needs for the company. Working together with the marketing team to develop compelling designs and creative solutions. Deadline-oriented; manages design-time based on workload. Is a quick learner, resourceful, highly organized with files, notes, and project details. Takes brand ownership; knows key data and branding around assigned brands.

**Hebru Brand Studios** Chicago, Illinois  
**Graphic Design Intern** July 2018-January 2019

Prototype and technical precision skills for packaging & labeling, working knowledge of print and digital design. Possess the ability to think out of the box and create designs and solutions from scratch. Designed and executed a global social media brand strategy, worked closely with the marketing manager representing the voice of the brand. Excellent photography skills and ability to own all aspects of your projects and follow through to completion.

**Paper Source** Chicago, Illinois  
**Production Artist/Typesetter** February 2018-October 2018

Ability to multitasks, organize priorities and meet deadlines. Responsible for creating initial proofs in InDesign, proof reading, typesetting invitations, corresponding directly with customers on revisions and preparing files for production.

**Dark Catt Studios** Chicago, Illinois  
**Graphic Design Intern** February 2018-June 2018

Strong understanding of design and branding. Capable of creating print, web banners, e-blast, and social media campaigns and collateral. Primarily working closely with the VR team and occasionally the Film Production team on marketing and branding endeavours. Lead art support staff of all art-related materials required for creative brand projects. Applies strategic thought to visual solutions that adheres cohesively to the campaign vision.

## ACTIVITIES

**Beelow** Chicago, Illinois  
Chicago Based Clothing Brand 2018-2019

**Dawg House Chicago** Chicago, Illinois  
Co-Founder of a Marketing/Media Company 2019

## ACHIEVEMENTS

**OREO - Package Design & Photography - 2019**

Complete Portfolio available upon request.