



Fernando Rosales
Designer & Art Director

Fernandorosales.com
hello@fernandorosales.com
786.443.3315

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Education

Ringling College of Art & Design
Bachelor of Fine Arts, May 2012
Graphic & Interactive Design

Tools

Principle
Sketch
Photoshop
Illustrator

Disciplines

Branding
Product Design
Visual Design
UI/UX

Experience

B-REEL

Sr. Designer (Freelance)
Sept. 2017–Feb. 2018

Worked on an interactive infographic installation for the Supernova Data Conference held by Quantcast. Led the concept, experience, and design direction for a new product set to launch later this year.

SYPARTNERS

Sr. Designer (Freelance)
April–July 2017

Provided design direction for the rebrand and visual refresh of one of SYP's internal products. Scope of work included a new visual identity and strategy informed by user research, competitive auditing, and positioning.

LEARNVEST

Sr. Art Director (Freelance)
June 2016–Jan. 2017

Led the redesign of Learnvest set product direction and strategy, and managed two designers. I rebranded and overhauled the visual design for product and marketing. Delivered new brand guidelines and systematic UI kit.

R/GA

Sr. Art Director (Freelance)
April–July 2016

Provided high-level support for the refresh of the Verizon mobile site experience. Work involved improving the UX and UI through testing, and optimizing the purchase and plan flows to increase conversion rates.

SIEGEL+GALE

Sr. Art Director (Freelance)
Feb–March 2016

Redesigned Guardian Life Insurance by doing away with the exclusionary nature of the existing brand in favor of a friendly, modern, and typographic approach that conveyed clear conversational language above all else.

COLLINS

Sr. Art Director (Freelance)
April–July 2017

While at Collins I provided support for the launch of a redesigned identity for Chubb. Worked closely with Brian Collins and team to finalize all brand materials, visual guidelines, product photography, and mockups.

SIEGEL+GALE

Art Director (Freelance)
Oct–Nov 2015

Worked on rebranding the pharmaceutical company Novartis. Strategy and brand research insights led to a contemporary reimagining of Novarti's logo and visuals informed by the company's 1970's Swiss Design roots.

AKQA

Art Director (Freelance)
June–Sept. 2015

Supported launch of the Verizon branded product called Go90. A video streaming service with digital-first design approach. Team delivered brand guidelines, UI kit and ad campaign with digital, video, and subway takeovers.

MAKERBOT

Art Director (Freelance)
Feb–April 2015

Worked on a refresh of the Makerbot site. The redesign was led by mobile-first and user-centered principles. Delivered final product detail pages for 3D printers and filaments, home page, and e-commerce experience.

INTERBRAND

Designer (Freelance)
January 2015

As Freelance Designer I worked closely with a number of teams to develop logos, wordmarks and brand directions from concept to final design handoff. The process and timing called for an iterative workflow led by exploration.

MOMENTUM

Art Director (Freelance)
Oct–Dec 2014

Art Directed and designed the Audi A3 North American launch book. It served as an introduction to the model and provided a light brand guide. Worked closely with client and vendors to ensure a *premium* end product.

THIS ALSO

Designer (Freelance)
Jan–Feb 2014

Provided continuous design support on a number of Google Chrome and Google Cast related apps created by This Also. Work included interactive and visual designs.

OGILVY & MATHER

Designer (Freelance)
Dec. 2013–Jan. 2014

Worked to concept and produced campaigns and designs for a number of accounts under the Redworks and Collins teams. Managed concept artists, worked with the creative team to set design directions.

CP+B

Jr. Designer / Designer
Nov. 2012–Oct. 2013

Worked on campaigns for accounts such as Best Buy, Xbox One, Microsoft, and Domino's Pizza. I worked extensively on the Domino's brand identity guidelines, packaging designs, and in-store graphics.