Digital Marketing Portfolio

Alec Fernandes

I am a writer, designer, and coder with a bachelor's degree in journalism and a certificate in web development. In crafting modern page designs and original copy I have helped a wide variety of clients achieve their marketing goals.

For other design samples and to see my more recent writing, please visit my online portfolio at https://fern.haus

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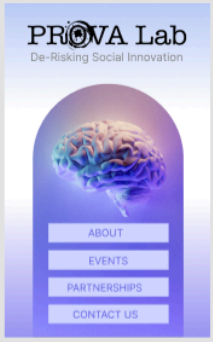
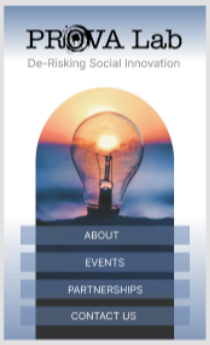
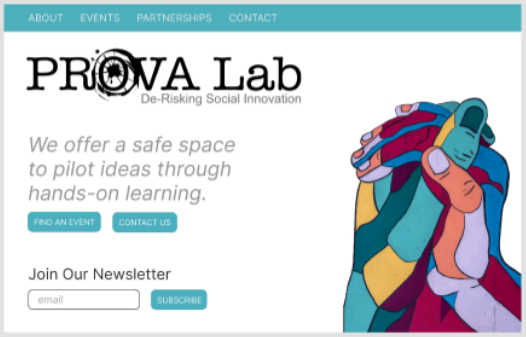
Recent Project: Prova Lab Landing Page

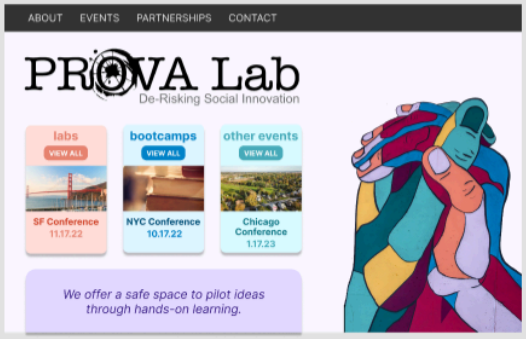
This Bay Area company hired me to give their website a complete makeover. Originally hosted on Wix, the original site had many issues with image dimensions, text placement, and displaying a cohesive brand identity. After presenting the following prototypes I worked closely with the team to select fonts and a color palette that would provide a strong new voice for the brand's mission. Eventually I built a custom theme on WordPress so that the client would be able to improve their SEO through blog posts and powerful plugins.

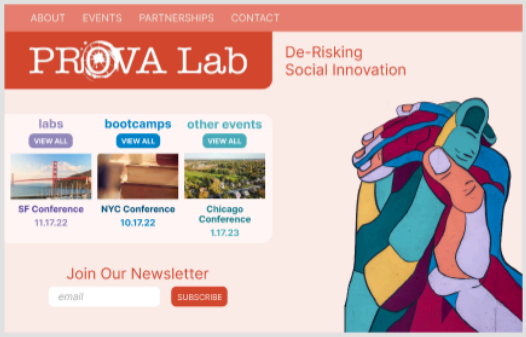
As the company's name implies, innovation is at the forefront of what they do. This keyword brought to my mind images of light, the human brain, and creative spaces that foster collaboration and growth. These are the directions I took with each of the following mockups for desktop and mobile. To see the final design, visit https://provalabsocialinnovation.com





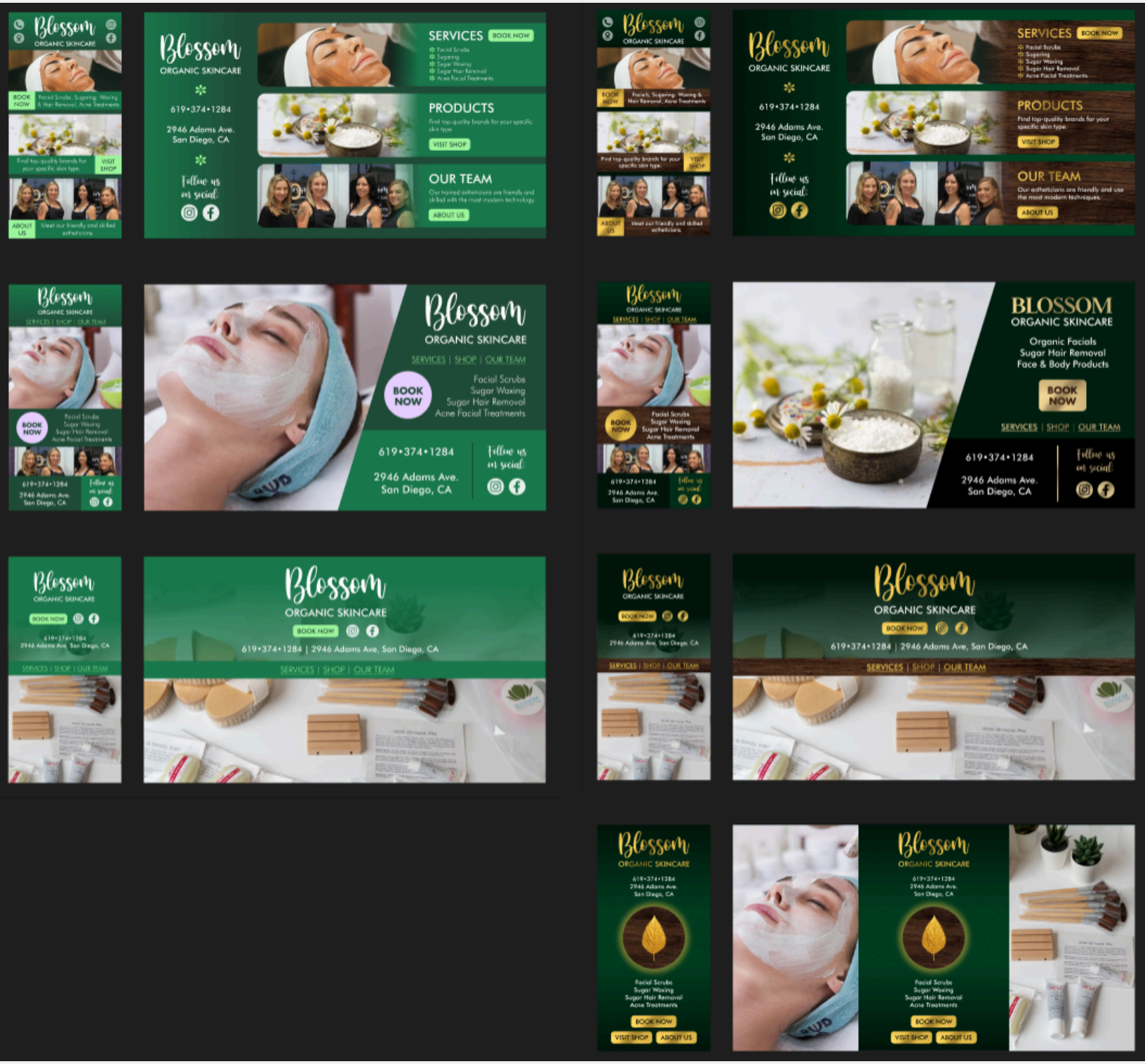






Recent Project: Blossom Organic Skin Care Landing Page

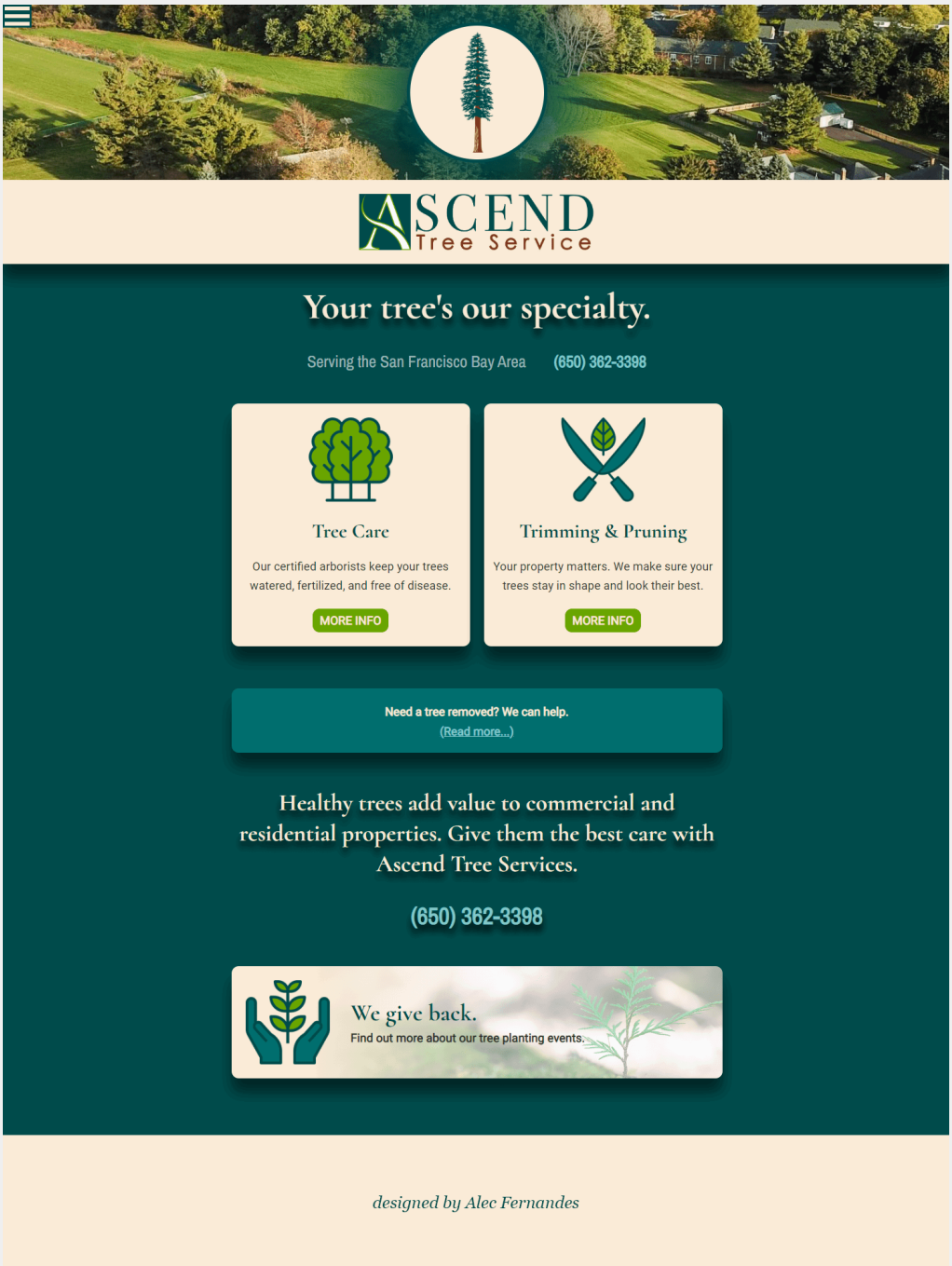
The owners of Blossom Organic Skin Care in San Diego wanted a new, responsive design for their site's landing page. They were inspired by green as both a color and a movement that encapsulates all things organic. Knowing that, I presented them with the following designs:



Design Sample: Ascend Tree Service Landing Page

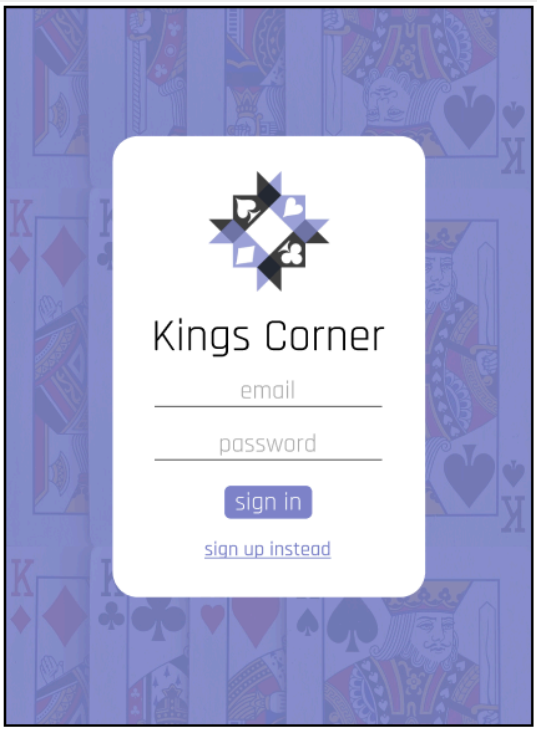
Ascend Tree Service is a landscaping company in the Bay Area. The owner of this business hired me to design a landing page that would explain, in simple terms, the many services this company offers. A dark tone of forest green contrasts with a light cream-colored accent in this layout that displays modern flat icons in sections hovering over the background.

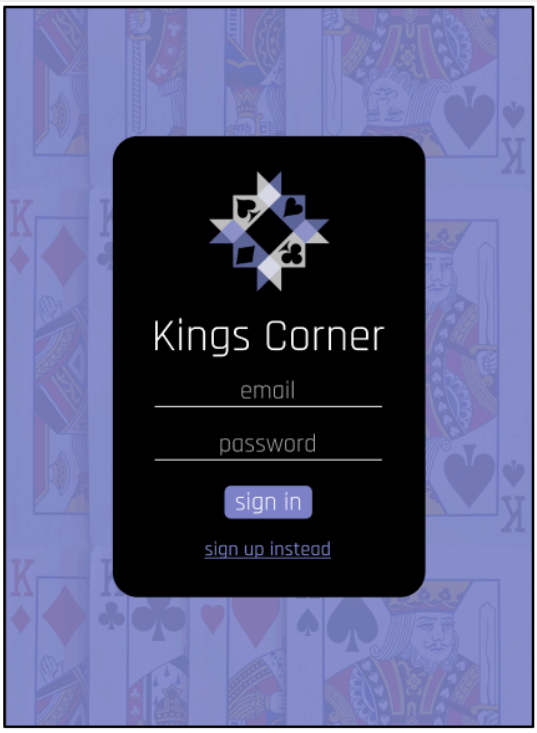
To read the copy I wrote for this website, jump to page 9.



Design Sample: Login Pages

Kings Corner is one of my favorite solitaire-based games that not many know about. I decided to develop my own multi-player version that you can find at https://fern.haus/arcade





Login pages are a ubiquitous feature of the internet, but their implementations are highly varied. For the form itself I chose a minimalist approach, using simple lines and field placeholders that inform the user what information goes where. The light- and dark-themed designs frame the inputs in a card-shaped background – a subtle tribute to the game's playing cards. I also designed the game's logo that combines the suits' four crowns.

Design Sample: Menus

Each of these menus was intended for both digital and print publication, and each client wanted to display the full array of their products and specials. The large amounts of information here are broken down using contrasting fonts and clearly defined sections.

Design Sample: Logos

A strong logo is the backbone of an effective brand. It combines form, color, and typography to create something both dynamic and memorable.

Copywriting & Layout Sample: Lifted Logistics

LIFTED LOGISTICS
DISTRIBUTION

Providing licensed retailers high-quality cannabis and cannabis products at reasonable prices. Lab test results available for all products.

liftedlogistics.com

Welcome to our neighborhood.

With ***Lifted Logistics,*** you can focus on making the perfect product and leave the rest to us. We've spent years cultivating relationships with some of the Bay Area's finest dispensaries and delivery services.

These establishments have come to expect nothing but the best from our distribution company. It's no secret: when you offer quality products at reasonable prices, clients will keep coming back. That's what keeps us moving.

Customers love us, and our brands love us too.

Maybe it's because we are so much more than just another broker. We don't only transport your goods, we also market them via social media, email catalogs and print ads. Just search for ***@liftedlogistics*** and see what we mean. And if you need help with demos at dispensaries, we're there.

With Lifted Logistics, your brand gets:

- **A friendly, professional and knowledgeable sales team.**
- **Secure transport.**
- **Extensive marketing, or services that are fulfillment only, if desired.**

Writing Sample: How Meditation Saved my Life

How meditation saved my life.
I only wish I started years earlier.
by Alec Fernandes
4/1/2024

Life demands a lot from us all. There's always another task to check off the list and we often view happiness through the lens of *when*. I'll be happy *when* the chores are done. I'll be happy *when* I get that new job. I'll be happy *when* I find the perfect partner.

I spent years of my life thinking this way and it made me not only miserable but also physically unwell. My doctor told me I had dangerously high blood pressure, and I knew constantly chasing after that perfect future was to blame. Then one day I decided to sit down and look for contentment outside the *when*. That's the day my meditation journey started.

If you think you have to become Buddha to find inner peace, I'm happy to tell you the bar isn't that high. Like all journeys it begins with a single step. Take a tiny pause, a mindful glance around the room, and you've already started. What do you see right here in this moment? Now close your eyes and take a deep breath.

Noisy thoughts will come, but try to rest in the space between them. The greatest musicians understand that the pauses between notes are just as important as the notes themselves. Life's rhythm is the same. Without a rest in the melody we become overwhelmed by the noise. Finding that space is the secret to meditation.

For so long I believed that meditating meant unplugging from the world, but it's not that at all. Meditation's not about crushing intrusive thoughts – it's about accepting the noise without letting it control you. It's not about being perfect. It's about being yourself.

Daily practice reveals the very best side of who we are. We become less stressed, our blood pressure drops, and those we love grow closer to us as we learn to cherish them in each moment. We stop cramming more into a fixed attention span and start expanding the borders of our patience.

Anyone can start a meditation practice. Nobody is too busy or broken to find peace. Here are some tips for beginners:

- Start with small time intervals. If you're really struggling, set aside just five minutes. The more comfortable you become with your practice, the longer you can sit.
- Count each breath to settle your mind. It's a great way to interrupt a constant stream of thoughts. One technique that I like counts odd numbers while breathing in and even

numbers while breathing out. Count up to five, then back down to one: 1-2-3-4-5-4-3-2-1, then repeat.
- If a thought does arise, don't force it from your mind. Welcome it with loving curiosity, acknowledging it and then letting it go.

You'll notice the benefits after just one session. It's common to experience a sense of lightness in the body and a calmer, more focused mind. If you're anything like me, you'll feel that life is just beginning.

Writing Sample: Moderating Self-Hate

Moderating Self-Hate
How social media falls short in protecting us from ourselves.
by Alec Fernandes
3/27/2024

Money's tight these days, and my constant quest for a good side hustle led me to an interesting job opportunity. It was a flexible gig for independent contractors to train artificial intelligence, asking humans to find nuances in posts, text, and even code that machines might miss.

One of the interview's media questions had me thinking deeply about what constitutes hate online. The post showed a single blurry frame from a four-second video of a teenager modeling her prom dress. The image was innocuous, just a girl in a nice gown posing in front of the mirror, yet the caption was painful to read. The gist of it was: "I don't look good, I made a mistake here, I'm not pretty."

I had to think for a while if artificial intelligence should label this post as anything hateful. It wasn't bashing a presidential candidate with vitriolic epithets or lashing out at other groups, but there was still something sinister here. The longer I pondered, the surer I felt that there was reason for concern.

Self-hate is hate, and whether harmful speech is directed at others or ourselves, someone still gets hurt. I didn't think this young woman was suicidal or otherwise in any imminent danger. Maybe she was actually fishing for compliments, but either way her words reflect a painful reality of modern online culture: however good people look, many think they never look good enough. It's not always some insidious other that we think is inherently bad – it's often us as well.

Social media platforms have grown more effective in combatting hate speech, although the sad truth is that some still prioritize certain groups over others. A popular meme now circulating shows someone conducting an experiment on X, writing that they "hate cis people." There's a warning underneath the post saying it's hidden due to hateful content. Right below that warning sits a string of other posts: "I hate gay people", "I hate trans people", "I hate Black people." None of these are flagged as inappropriate. If the image is indeed a real screenshot then clearly there's more work to be done on that platform.

Should that important task include policing self-hate? Is it social media's job to protect us from ourselves? I think so, to some degree, and I wanted to see if this protection already exists. A quick Google search of the issue revealed something even more concerning: self-deprecation isn't just a threat to our collective mental health that's lurking in the shadows – it's a full-blown

trend. Whether younger generations are doing this for humor or consolation, they are aware of what they're doing.

If it's this prevalent then it must not be automatically blocked, but I decided to test it for myself. I picked up my phone, opened up X and composed a new post: "I hate myself." Short, sweet, and brutal. And then I waited.

Nothing happened. No flags, no bans, no alerts from the platform. My message of self-loathing just sat there as if I was writing about the weather. It's worth noting again that this was on X, a platform I've already mentioned as possibly having a slew of moderation problems. I also have a meager following, so maybe if my words were read by someone who was genuinely concerned, they'd report it.

Perhaps moderating self-hate at this point is our collective burden instead of any platform's. If big tech can't always automatically protect us from hating others or ourselves, then the job falls on our community. Standing up against injustice is always important, even when that injustice is directed from one party unto themselves.

I'd rather be lifted up with loving human hands than the cold gatekeeping arms of social media, yet I also wouldn't mind if social media tried a bit harder to keep us safe.

And to the girl in the prom dress: despite what you think, you look amazing.

Copywriting Sample: Ascend Tree Service

About Us

Ascend Tree Service is a family-owned company that has been a fixture of Bay Area landscaping for decades. Trees here are more to us than just business — they are part of our home. Our team has over 25 years experience and internationally certified arborists who know how much your property means to you. We offer a wide range of tree services that will keep your landscape beautiful and safe:

- Trimming and Pruning
- Fertilization and Soil Care
- Watering and Irrigation
- Cabling and Bracing
- Specialized Tree Care

Call us today at (650) 362-3398 for a consultation, or send us a message. We look forward to hearing from you.

Community Outreach

We give back.

We make our clients' properties more beautiful every day, but we don't stop there. Ascend Tree Service is committed to planting more trees in neighborhoods through corporate partnerships. Your brand cares about its customers and there's no better way to show it than by giving back. Ascend will coordinate a community event advertised under your company's name that promises to draw good media exposure. Sponsoring tree planting events is good for your business, good for your community, and good for trees.

Make a lasting impact by giving neighbors something they will enjoy for years. To learn more about our corporate partnerships, call (650) 362-3398 or send us a message.

Trimming & Pruning

Your property matters. We make sure your trees stay in shape and look their best.

Consistent trimming and pruning is good for trees and great for property values. No one wants to look at overgrowth or dead leaves and branches. Ascend Tree Service will boost your home's curb appeal and your business's image.

These services also keep trees healthy so that you won't have to worry about hazards later. Maintenance can be dangerous or even impossible without the proper training — let our specialists handle it.

Trimming

A well trimmed tree has an aesthetically pleasing shape that complements its surroundings. We trim trees to look their best and grow safely around structures, not into them. Branches that grow near power lines or too close to buildings can block road clearance and cause other serious trouble. Don't wait until it's too late.

Pruning

Pruned trees look fresh, giving your landscape a vibrant appearance full of healthy fruits and blooms. A clean tree offers a better view and lets in more light, but pruning is more than just a cosmetic procedure. Dead leaves and overgrowth might not seem like a problem until they build up enough to snap stems and branches, with the worst scenario being total tree failure from breakage and decay.

It is best to hire a professional even if removal seems easy. Owners often damage their trees by pruning at the wrong times, causing undue stress to their beloved foliage. Don't take it into your own hands — trust the experts at Ascend instead.

We have over 25 years experience with many different trees, including palm trees. It is especially important to keep these pruned so that large fronds don't come crashing down on roofs or neighbors. Let us eliminate the risk by cleaning up those beautiful palms.

Tree Lifecycle

Pruning a tree early will greatly benefit its shape and health in the future. We call this *structural pruning* because it prevents heavy scaffold branches from taking over. Long term structural safety of your tree is our priority.

No matter if it's a young sapling that needs a strong start or an older tree that requires heavier trimming and pruning, Ascend Tree Service is here for you.

Do your trees look their best? Give us a call today at (650) 362-3398 or send us a message.

Tree Care

Our certified arborists keep your trees watered, fertilized, and free of disease.

Our internationally certified arborists can identify any health problem affecting your trees. We understand that caring for your trees is all about balance. The right level of nutrients in the soil, the proper amount of water for the roots — too much or too little can cause lasting damage.

Our experienced team has the perfect touch that makes every tree look its best.

We care for trees in the following ways:

- *Fertilization and Soil Care*
- *Watering and Irrigation*
- *Cabling and Bracing*
- *General Care and Maintenance*

Fertilization and Soil Care

Healthy trees need balanced nutrients to remain beautiful and strong. Without care they can develop fungi, dead limbs, peeling bark and holes. Ascend's expert technicians will analyze the soil and ensure it has the perfect amount of fertilizer, boosting both your trees and your property value.

Watering and Irrigation

Too much water is as bad as not enough, and in California there's not a drop to waste. We can help you determine the right amount of water for your trees. Our environmentally friendly approach to watering will save you money while saving the environment.

Cabling and Bracing

Ascend Tree Service can stabilize a weak tree with high quality steel cables and braces. This, along with trimming and other care, will keep your property safe from heavy branches and strong winds. We use the safest and most modern equipment. If you believe your tree is causing an immediate and irreversible hazard, please see our tree removal services.

General Care and Maintenance

This includes trimming and pruning along with most other services related to tree care. For specific questions, please contact us at (650) 362-3398 or send us a message.

Tree Removal

Need a tree removed? We can help.

Removing a tree is a serious matter, but sometimes there is no other option. You can often avoid these situations with our preventative pruning and care services. If, however, a tree is damaging your property's foundation or standing in the way of a renovation, we can help. Be sure to acquire all necessary permits. You may need to plant a new tree on the property depending on the terms. Call us today at (650) 362-3398 for a consultation, or send us a message.