



## Contact Info.

### Audrey Fernandez

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## Profile.

With over 25 years of professional experience as a graphic artist, I have the ability to design and create custom artwork to meet whatever need the project calls for. I am technically trained in all areas of digital pre-press and production. I design, create and prepare graphics for all types of printing: screen print, offset, digital, thermographic, flexographic, and sublimation. I am also an accomplished web designer and developer, creating artwork and writing code for fully functional, custom designed web pages and applications.

## Professional History.

### Art Director | Screen Art LLC.

March 1999 - June 2003 and June 2007- Present

- Design and create custom artwork as needed for silk screen, sublimation, and offset printing
- Modify and prepare all customer supplied artwork for spot separation
- Coordinate with clients, artists and production managers to ensure accurate job execution
- Generate and supply proofs to verify job specifications and obtain final customer approvals
- Perform spot, index, and four-color process separation from customer supplied raster and vector art
- Output separated art to thermographic film and check films for quality
- Design and maintain all company web-sites, literature and creative related materials
- Execute photo shoots for mock-ups or strike-off proofs and perform all necessary digital modifications

#### Accomplishments

- Redesigned the company logo, stationary and web site to reflect a more modern image. The updated site attracted new customers increasing annual sales by 35% in the first year.
- Implemented a client proofing process to better address clients needs and reduce production errors.
- Implemented an email based photo proofing system for clients to review printed garment before full production is run. This process helped to increase client satisfaction and overall production quality.

### Production Artist | Lakeshore Learning Materials

August 2005 - June 2007

- Design and create artwork for product packaging of early childhood toys and learning materials
- Work closely with Research and Development staff to design a complete product for executive approval
- Prepare artwork for pre-press approval and meet vendor specifications

#### Accomplishments

- Hired for a temporary position as a Freelance Graphic Artist but was kept on consistently as part of the Product Art Team because of my technical versatility and ability to create print ready art under extremely tight deadlines.

### Associate Art Director | Venus Laboratories

June 2003 - August 2005

- Design and create labels for all products manufactured and sold by Venus Laboratories
- Design and create marketing material and advertising for publication and display
- Set up and perform in-house photo shoots necessary for product literature and labeling
- Perform all prepress file preparation necessary for flexographic and offset printing
- Oversee press checks and approve printer supplied proofs for production

#### Accomplishments

- Assisted in the design and implementation of new packaging for the Earth Friendly Products line, Venus Laboratories most successful organic line of household cleaning products. The product line is now carried in many popular retail stores such as; Trader Joe's, Whole Foods, Fresh & Easy, Ralph's and Mother's Markets.

