



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.





Attributes and Skills.

Creating and preparing digital artwork for silk screen, offset and flexographic label printing; spot, process and index color separation for film output; creating vector art from raster or bitmapped images; layout and design of spot and 4-color process literature; web site design, email marketing administration and animated Flash production; photo touch-up and modification; artwork reproduction and rendering. Able to manage my time efficiently and work independently under very tight deadlines.

Software Experience.

Mac and Windows O/S. Adobe Creative Suite Programs (CC) including: Photoshop, Illustrator, Dreamweaver, Muse, Flash, and InDesign. Front end and back end web development platforms including HTML5, CSS, Javascript, jQuery, AJAX, Node.js. Additionally, I have experience working with Quark Express, Macromedia Freehand, Microsoft Word, Microsoft Excel, Powerpoint, XHTML, CSS, Flash ActionScript 2.0/3.0, and WordPress.

Hardware Experience.

All macintosh platforms, Oyo Imagesetter (for process and spot film output), Roland GX-24 Vinyl Cutter, Large Document Scanner, SLR digital camera and all peripheral equipment necessary for graphic design and production art.

Certificates and Education.

Certificate of Achievement in Full Stack Web Development

University of California, Irvine

Certificate of Achievement in Graphic Design and Visual Communications

Goldenwest College

Certificate of Specialization in Web Site Design

Goldenwest College

Orange Coast College

August 2013 - Present

Attending classes required for university transfer with a major in Business Administration and Marketing

Goldenwest College

September 2009 - August 2013

Completed classes as part of the Digital Arts Program to further my knowledge of the latest programs and keep up with current trends in web design.

University of California, Irvine

June 1995 - December 1999

Attended classes as part of the Certificate Program in Graphic Design and Visual Communications

References Available Upon Request

