(831) 595-5976 www.kennethdesigns.com kennethfernandez91@gmail.com

WORK EXPERIENCE

Graphic Designer

Coastline Marketing Group (CMG), Salinas, CA September 2013 - present

Responsible for designing marketing materials such as business cards, brochures, catalogs, posters, and flyers. Responsible for managing clients' social media profiles and creating visual and engaging content to promote their business or product. Manage and update websites through WordPress.

Intern (Unpaid)

WGBH, Boston, MA July 2013 - August 2013

Worked closely with designers and producers to complete tasks for a federally funded four-year research project called Next Generation Preschool Math (NGPM). Responsible for Quality Assurance, data entry, audio transcription, digital photography, and photo retouching. Implemented non-digital games at a local preschool to supplement NGPM's iPad games.

Student Manager, Camp Counselor

UC Irvine Men's Basketball, Irvine, CA January 2011 - June 2013

Responsible for filming games, setting up for games and practices, and completing small design projects. Practiced safety standards when operating large equipment and lifting heavy objects. Coached children ages 5-10 at youth summer basketball camps hosted by the UC Irvine Men's Basketball team and staff.

Artist, Designer, Researcher

Multidisciplinary Design Program (MDP), Irvine, CA April 2012 - June 2013

Created graphics for an educational iPad game (still in progress) that aims to teach children about the human digestive system (www.downwithfood.com). Worked with programmers to ensure assets were compatible for deployment. Conducted user testing. Presented at conferences. Co-authored a paper accepted by the 2013 European Association for Research on Learning and Instruction (EARLI) conference in Munich, Germany.

Artist, Designer, Researcher

Autism App Jam at UC Irvine, Irvine, CA April 5-19, 2013

Worked with a team of 4 other students in a two week competition to create an Android mobile application that caters to users with Autism. Designed and created graphic elements and presented the application on judgment day. Won 1st place and a trip to tour Google in Santa Monica, California.

Americorps Member

Jumpstart for Young Children, Irvine, CA September 2010 - June 2011

Worked with a team of six corps members to implement early literacy curriculum and hands-on activities in a preschool classroom. Read books to children and facilitated activities that reinforced concepts depicted in the books.

EDUCATION

University of California, Irvine (UCI), Irvine, CA Bachelor of Arts, Studio Art, Class of 2013 Educational Studies Minor, 2013 Digital Arts Minor, 2013

MISC. ACHIEVEMENTS

(that I'm really proud of)

- Completed Tough Mudder Probably the Toughest Event on the Planet ®, Lake Tahoe, Nevada, 2013
- Completed Men's Health **Urbanathlon**®, San Francisco, CA 2013
- Completed Run or Dye The Most Colorful 5K Run[®], Fresno, CA, 2014

SKILLS

Team player. Energetic. Playful. Resourceful. Course experience coding in the Python programming language. Basic knowledge and experience coding in HTML and CSS. Proficient in the following software:



















Photoshop Illustrator

ator

InDesign After Effects

Word

Excel F

werPoint Word

WordPress