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## PROFILE

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Visual designer with more than eight years experience, specializing in graphical user interfaces for interactive television and the web. Proficient in the following areas:

**Brainstorming** - Capable of rapidly prototyping ideas with Photoshop and Flash.

**Organizing & Displaying Information** - Skilled in reducing visual clutter and the perceived amount of information a user must process by way of well constructed visual systems and aesthetically pleasing graphics.

**Asset Management** - Experienced in documenting, optimizing, and delivering graphics to production as well as maintaining artwork throughout a product's life cycle.

**Presentation** - Effective at communicating ideas, as well as articulating design issues and possible solutions, in both written and oral communication.

## DESIGN EXPERIENCE

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### Senior Visual Designer at Yahoo! Inc.

June 2009 - Present

Currently leading the visual redesign of Yahoo! Groups.

### Lead Visual Designer at TiVo, Inc.

December 2005 - June 2009

Ownership of the visual interface design for every consumer facing TiVo product, including: Television, Mac, PC, Web, and Mobile design products.

### Multimedia Designer at Netopia, Inc.

May 2003 - November 2005

In-house design resource for all interactive projects requiring the use of multimedia. Notable clients included: Verizon, SBC, MCI, Bell South, Yahoo, Eircom, and Linksys.

### Web Designer at Netopia, Inc.

August 2002 - May 2003

Developed template designs to be used as part of Netopia's site building service.

### Design Principle at R.M. Fernandez: Design + Creative

August 2001 - Present

Freelance design service with a concentration on web sites, logos, icons, and graphical user interfaces.

## SOFTWARE SKILL SET

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Photoshop, Illustrator, Flash, Dreamweaver, After Effects, Fireworks, Lightroom, Aperture, Painter XI, HTML/XHTML, ActionScript, Acrobat, Microsoft Office, Macintosh

## EDUCATION

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Bachelors in Art (Multimedia Design), August 2001

California State University Hayward