RYAN FERNANDEZ

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PROFILE

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

Conceptualizing - Capable of rapidly prototyping ideas through the use of 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

TiVo, Inc. (Alviso, CA)
Lead Visual Designer, 12/2005 - Present

- Ownership of the visual design for every consumer-facing TiVo product, ranging from set top boxes to standalone desktop applications.
- Work with a team of interaction designers, researchers, and engineers to achieve pixel perfect interface designs.
- Lead visual explorations for future products and redesign efforts.
- Develop artwork for executives to pitch ideas, generate leads, and grow business.
- Collaborate with Marketing & Creative Services, ensuring the promotional efforts are inline with the actual look and feel of the TiVo product.

Netopia, Inc. (Emeryville, CA)
Multimedia Designer, 5/2003 - 11/2005

- In-house design resource for all interactive projects requiring the use of multimedia.
- Developed front end Flash applications that allowed Netopia to easily configure hardware, streamline installations, and customize their software to any internet service provider.
- Designed interactive product demonstrations for trade shows and marketing purposes.
- Led a small team of designers creating easy-to-use, do-it-yourself templates for Netopia's site building service.
- Notable clients included: Verizon, SBC, MCI, Bell South, Yahoo, Eircom, and Linksys.

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DESIGN EXPERIENCE (CONT'D)

Netopia, Inc. (Emeryville, CA)
Web Designer, 8/2002 - 5/2003

- Developed template designs to be used by internal team of designers.
- Built websites using a combination of HTML and Netopia's proprietary site building tools.
- Led training sessions with junior designers, demonstrating tips and tricks for aesthetically pleasing website design.
- Balanced multiple projects at the same time, effectively meeting deadlines and design quotas on a daily basis.
- Promoted to Multimedia Design position in less than a year and became the lead Flash designer for the company.

R.M. Fernandez: Design + Creative (Dublin, CA)
Design Principle, 8/2001 – Present

- Freelance graphic design services focusing on web sites, logos, icons, and graphical user interfaces.
- Communicate directly with clients from concept to completion.

Pleasanton Unified School District (Pleasanton, CA)
Graphics Clerk, 1/2000 - 6/2002

- Production work focused on optimizing documents for output to print.
- Worked with page layout, paste-ups, and specialized in job finishing services, including: cutting, binding, packaging, and folding.

SOFTWARE SKILLSET

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

EDUCATION

Bachelors in Art (Multimedia Concentration), August 2001
California State University Hayward

DESIGN PORTFOLIO

Available at: www.rmfernandez.com