



FERNANDO TELLEZ

Interactive Media Design



SKILLS

- UI/UX DESIGN
- WEB GRAPHIC DESIGN
- SOCIAL MEDIA DESIGN
- DREAMWEAVER
- HTML5/CSS3
- JAVASCRIPT/JQUERY
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- PREMIERE
- AFTER EFFECTS
- MUSE
- SKETCH
- FLASH/ACTIONSRIPT
- WORDPRESS
- FINALCUT PRO
- BRANDING



ABOUT ME

Creative and innovative UI/UX Designer with a focus in Web and Mobile Application Design and Development, User Experience, User Interface Design, User-centered Design, and Interactive Design seeking a challenging position in a fast-paced collegial environment.



WORK EXPERIENCE

- **WEB DESIGNER** 4/2013 – 11/2014
Yamaha, Buena Park, CA.
 - Created sketches, wireframes, low/high-fidelity mockups, prototypes, and final designs.
 - Designed adaptive, responsive, and mobile websites for Yamaha Music Interactive.
 - Innovated existing Yamaha Music Interactive website and their applications with new layouts, graphics, and content.
 - Produced design specifications and style guides including layouts, color palettes, typography, buttons, icons, and other user interface elements.
- **INDEPENDENT WEB DESIGNER** 10/2012 – Present
Los Angeles, CA.
 - Oversee creation process, from concept to final product, including corporate or product identity through web and print design for a variety of clients.
- **INTERACTIVE DESIGNER** 3/2011 - 9/2012
The Orange County Register, Santa Ana, CA.

The Orange County Register is a daily newspaper serving the Orange County area, with a circulation of about 280,000.

 - Translated program, product and service specifications and creative direction into design concepts, art and Interactive designs.
 - Executed artistic design and layout solutions with high level of proficiency and artistry, including icons, color schemes, interface features and transitions.



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WORK EXPERIENCE *(Continued)*

- **SR WEB GRAPHIC DESIGNER** 3/2007 – 2/2010
LiveUniverse, Inc., Los Angeles, CA.
LiveUniverse is a major online entertainment network with 30-plus websites and 55 million-plus daily visitors. Clients include ESPN, Warner Brothers and LiveVideo.
 - Worked closely with LiveUniverse CEO Brad Greenspan, founder of MySpace.
 - Designed popular websites across three core verticals: video, social networking and music.
 - Worked on web identity and user experience and supervised production staff.
 - Designed websites/pages according to pre-established client specifications and managed quality control updates and oversaw projects for consistent overall look and feel.
 - Oversight responsibility for each project: from concept, beta testing, modification of HTML/CSS code, scheduling to final launch.

- **WEB GRAPHIC DESIGNER** 3/2004 – 1/2007
San Diego Museum of Man, San Diego, CA.
The Museum of Man is an anthropological museum that contains folk art and other artifacts.
 - Developed and designed web and print marketing and fundraising materials.
 - Responsible for creating a unified look of graphics for all museum exhibitions.
 - Responsible for developing concepts, banners and layouts for website.

- **PERSONNEL SPECIALIST** 5/1996 – 1/2003
United States Navy, Tokyo, Japan



EDUCATION

- **2005 BACHELOR OF SCIENCE**
Interactive Media Design
The Art Institute of California, San Diego, CA.



AWARDS

- DIGITAL COLLAGE 7/2005
San Diego County Fair, Del Mar, CA.
- BLACK & WHITE PHOTO 7/2006
San Diego County Fair, Del Mar, CA.



EXPERTISE

- INTERACTIVE DESIGN
- MARKETING
- SOCIAL MEDIA
- BRANDING



LANGUAGES

- SPANISH
- ITALIAN
- FRENCH
- ASL



INTERESTS

- PHOTOGRAPHY
- ART & DESIGN
- TRAVEL
- CINEMA
- FITNESS



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