

Bryant Fernandez

Creative Director



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instagram.com/brynandez



pinterest.com/heybryant

Experience

Freelance Creative Director, Los Angeles, CA [06/15 – present]

Clients: TBWA/The Integer Group, The CDM Company, Nike Inc., Deluxe Corporation, Sounds True Inc., SouthPasadenaHomes.com

TBWA/The Integer Group, Lakewood, CO

Senior Art Director [11/10 – 6/15]

Freelance Creative Director, Denver, CO [12/08 - 11/10]

Clients: Crispin Porter + Bogusky, The Integer Group, Sterling-Rice Group, Gyro HSR, Peak Creative Media, Wired World Media, HenryGill Advertising

TechPad Agency, Denver, CO

Creative Director [07/07 – 12/08]

Barnhart USA, Denver, CO

Senior Art Director [05/07 – 08/07]

HenryGill Advertising, Denver, CO

Senior Art Director [06/05 – 04/07]

Brand Experience

Alabama State Tourism • Auburn University • Beefeater Gin • Budweiser • Carl's Jr. Restaurants • Crystal Cruises • Del Taco • Disney • E Entertainment Television • Energizer • Frontier Airlines • Giorgio Beverly Hills • HGTV • IZZE Beverage Company • Johnny Rockets • Kahlúa Liqueur • Kellogg Company • Kwikset • Los Angeles County Museum of Art • Metropolitan Water District of Southern California • Microsoft • Neutrogena • Nike Inc. • P&G • Protective Life Insurance Company • Sony • Subaru • Vanderbilt University Medical Center • Vans Shoes • Winn-Dixie Marketplace

Core Skills

Conceptual Abilities:

Ideates stand-alone creative or multi-channel advertising campaigns that are memorable, on strategy, and highly effective.

Art Direction & Design:

A keen aesthetic awareness and design sense, with the ability to create visual languages across various print and digital mediums.

Communication & Management:

Leads and inspires creative teams, effectively sells creative concepts to clients, oversees budgets and timelines, and coordinates with outside vendors.

Software

Adobe Creative Cloud: (Photoshop, Illustrator, InDesign) QuarkXpress, Keynote, Pages, PowerPoint, WordPress, WIX, SketchUp

Education

California State University Long Beach, Long Beach, CA

Pasadena City College, Pasadena, CA

The Ad School, Los Angeles, CA

Awards

One Show: Gold Pencil Interactive – Best of Show

One Show: Print Advertising – Finalist

Communication Arts: Interactive Annual – Merit

Show South: Self-Promotion – Best of Interactive

International Creativity Awards: Gold & Platinum

Southeast Regional Addys: Gold, Print Campaign