

Claudine Fernandez

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quick summary!

Former sailor turned Designer / Art Director based in Brooklyn, New York with a mix of in-house and agency experience, blending design and strategy to elevate brand experiences through compelling storytelling.

areas of
experience

Ideation / Art Direction

Creating visual identity systems, brand style guidelines, conceptualizing, mockups, moodboards

Digital / Web

Website design, email marketing, e-commerce content, presentation design, decks, paid ads, invites

Print

Packaging design, direct mail, editorial layout design, brochures

Content

On-set direction for photoshoots, set design, retouching, moderate video editing

work
experience

Brand Designer / Jr Art Director

TANYA TAYLOR - NYC, NY / 2019-CURRENT

Design: Evolve Tanya Taylor's visual identity by curating typography, graphic composition, color, and photo art direction that echoes the brand's customer acquisition strategy so it can grow with business objectives. Design across multiple brand touchpoints including print communications, digital experiences, sustainable packaging design and eCommerce, seeing projects through from concept to finished asset. Partner with Sales, Marketing, eCommerce and Design teams regularly to develop campaigns that intuitively communicate goals and customer needs.

Art Direction: Collaborate with Creative Director to concept and direct photoshoots for mood and set design. Select, brief, and direct outside collaborators (Photographers, Retouchers, Developers, Videographers and Printers) to create their best work.

Highlights: 10% increase in click through rate following brand redesign; 33% increase in conversion on E-commerce platform

Creative Strategist

REFLEXGROUP - NYC, NY / 2018-2019

Collaborate with Art Director to ideate and execute content production, branding, experiential production, and influencer activations in response to client briefs and RFPs. Own and monitor photo production from pre- to post-production.

Clients: VDL Cosmetics (LG Household & Healthcare), Willard Solutions, YSL Beauté (L'Oreal), Vuarnet, Bonne et Filou

Highlight: VDL Cosmetics' activations and content resulted in 200%+ growth in Instagram and 72% + in Facebook followers

Assistant Designer / Editor

THE WORLD RESIDENCES AT SEA - 50+ COUNTRIES / 2016-2018

Produced print and digital products, maintaining consistency and quality, onboard a ship that sailed around the world.

Highlight: Raised Resident Satisfaction Survey ratings by 12% for graphic materials

programs

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Lightroom, Premiere

languages

English, French, Spanish, Mandarin (beginner)

education

Brown University

PROVIDENCE, RI / 2010-2015

Bachelor of Arts in Comparative Literature and Visual Arts; Magna Cum Laude; GPA: 3.8