

Julia Fernandez

Portfolio at juliafernandez.design
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COMMUNITY

AIGA AAU Student Group

President
Fall 2019–Present

American Institute of Graphic Arts (AIGA)

Student Member,
San Francisco Chapter
Spring 2019–Present

Women in Leadership Design

Participant & Volunteer
2019–Present

Campus Living Villages

Senior Resident Assistant
Fall 2018–Spring 2020

TOOLS I USE

Illustrator	Invision
InDesign	Sketch
After Effects	Figma
Premiere	Procreate
Photoshop	Keynote
Lightroom	Google Suite
XD	Slack

RECOGNITION

Selected Reviewee, AIGA Portfolio Festival

2020, AIGA
–Presented portfolio to an audience over 1.3k viewers
–Received acknowledgement and praise from Michael Bierut

Winner, 25th Brandathon

2020, brandathon.io

Award for Design Leadership

2019, Academy of Art University

Gallery Chosen Works

2018–2020, Academy of Art University

Full Presidential Scholarship

2017, Your Filipino Professionals Association (YFPA)

EDUCATION

Academy of Art University

Bachelor of Fine Arts in Graphic Design
Fall 2017–Spring 2021 (expected)

EXPERIENCE

Freelance Graphic Designer

SuperFriendly (July '20–Present)
Junior Freelance Designer assisting with client projects under Senior Designer mentorship

Solve LLC (May '20–Present)

Create brand identity; create a visual system including brand guideline, packaging, environmental mock-ups, and other collateral

Moscow Art Theatre (January '20–Present)

Create a design system for the Moscow Stanislavski theatre's production of The Nutcracker Ballet; created an efficient design system for costume artist Sandra Woodall

Help Assist Her (August '19–Present)

Advanced brand development; collaborated to create collateral

AAU Housing (January '20–Present)

Designed a new visual system for event posters, giveaways, and other collateral for AAU

Re:store

Social Media Manager & Visual Design Intern (March '19–May '19)

Create, curate, and schedule social media posts for the grand opening of Re:store's brick and mortar store; assisted with the UX/UI ideation process for customer and client facing digital products online

The Grand Pizzeria, Zak's Diner, The Metropolitan Brasserie, Zak's Cantina

Social Media Internship, (June '18–August '18)

Managed four restaurants' social media presence and customer interaction on Facebook & Instagram; coordinated with management to broadcast content, promotions, competitions, and events. Increased brand-audience engagement by 300%.