

Julia Fernandez

Portfolio at juliafernandez.design
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COMMUNITY

Campus Living Villages

Senior Resident Assistant
Fall 2019–Spring 2020

AIGA SF

Student Member & Volunteer
2019

SF WILD

Participant
2019

Campus Living Villages

Resident Assistant
Spring 2018–Summer 2019

TOOLS I USE

Illustrator	Invision Studio
InDesign	Sketch
After Effects	Figma
Premiere	Procreate
Photoshop	Pen + Paper
Lightroom	

AWARDS

Award for Design Leadership

2019, Academy of Art University

AAU Gallery Chosen Works

- Publication Redesign: Harper's Bazaar
- Natural Phenomenon Book: Symbiosis
- Typographic Card Set: Cinema Futura
- Typographic Poster: Futura
- Music Festival Poster: Flavor

Full Academic Presidential Scholarship

2017, Your Filipino Professionals Association (YFPA)

EDUCATION

Academy of Art University

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

EXPERIENCE

Freelance Graphic Designer

Help Assist Her (August '19–Present)
Advanced brand development; collaborated to create collateral

Belvoir Consulting (December '19–February '20)
Redesigned brand identity; created brand guidelines and visual system

Studio X (October '19–December '19)
Collaborated with other designers to conceptualize and redesign logo identity

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