

Jeffrey Fernandez

Senior Graphic Production Designer
Expert in Digital Production, Layout, & Prepress

EXPERIENCE

Digital Production Coordinator • Pottery Barn Teen

Mar 2024 – Jun 2025 // San Francisco, CA

Organize, maintain, and archive digital images in preparation for each site launch. Crop, color-correct, and alter images in Photoshop. Maintain content management system to provide visual cohesion and consistency per category for product pages, imagery, product details and category thumbnails. Coordinate up-to-date image photo accuracy across all US and Global digital platforms and websites.

Product Designer • Disney Theatrical Group

Jan 2023 – Dec 2023 // New York, NY / Remote

Create graphic patterns, illustrate design concepts, art cleanup, product mockups, and build style guides. Troubleshoot art for color, scale, etc. for accurate reproduction by vendors.

Production Designer • PCH

Sep 2023 – Sep 2023 // Burbank, CA

Build digital and print ads utilizing entertainment key-art.

Production Artist • Little Cinema

Jul 2023 – Aug 2023 // New York, NY / Remote

Build digital and print ads utilizing entertainment key-art. Touchup images and create mockups.

Senior Production Artist • Decoded Advertising

Jan 2023 – Feb 2023 // Los Angeles, CA / Remote

Manage a small team of creatives. Quality control video and static content produced for Hulu. Engage in discussions to develop standard file naming convention used across multiple teams. Build templates and produce high quality digital ads utilizing One Hulu design language and customize key art for diverse online marketing platforms.

Senior Production Designer • AKA NYC

Jan 2022 – Apr 2022 // New York, NY / Remote

Brand development and asset management of approved creative and subsequent evolutions and revisions. Ensure accuracy, legibility, punctuality, and consistent graphic treatment across all artworks. Assume responsibility for the visual brand and ensure continuity and quality across print and online production. Work with the Creative Directors to develop efficient workflow processes. Ensure all elements of production are delivered efficiently to the highest quality.

Graphic Production Artist • Hogarth Worldwide

Aug 2018 – Sep 2021 // Apple Inc., Sunnyvale, CA

Prepare final press-ready files based on supplied specifications for several types of printing. Make various formats of supplied artwork production-ready and resolve any artwork issues that arise during production. Provide image retouching, clipping paths and additional image manipulation. Package and preflight files for release to printers or media partners. Create PDFs for print and client review. Prepare images for online and mobile applications.

Lead Production Artist, Operations Manager • Lewtan Industries

Apr 2011 – Dec 2014 // Hartford, CT

CONTACT

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Links

<https://soniku.com>

<https://www.behance.net/SONIKU>

<https://www.linkedin.com/in/soniku>

SKILLS

Digital Art

Vector Graphics, Image Retouching, Art Cleanup, Illustration, Digital Ads, Layout and Typesetting, Web Design, Color Matching, Color Correction

Software

Photoshop, InDesign, Illustrator, Acrobat, MS Office, Figma, DAM

RECOMMENDATIONS

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Darren Murray // PCH Chief Operating Officer

"Jeff is an experienced and savvy production designer and has clearly invested time and effort in elevating his skills to a high degree. He would be an asset to any agency or brand that decided to incorporate him into their team."



Mike Ball // PCH Creative Director

"Jeffrey arrived with us as support during a busy period, and he hit the ground running. He clearly knows his trade and was able to pick up on our process and client needs quickly and efficiently; his extensive background proving its worth in real time. I'd happily work with Jeffrey again."



Jason Sanqui // Hogarth Sr Production Designer

"Jeffrey was a pleasure to work with, nice personality and hard working. He's very knowledgeable and skilled with Adobe CC."