



Production Art Portfolio

Jeffrey Fernandez Sr. Production Artist

Build templates and produce high quality digital ads utilizing **One Hulu** design language and customize key art for diverse online marketing platforms.

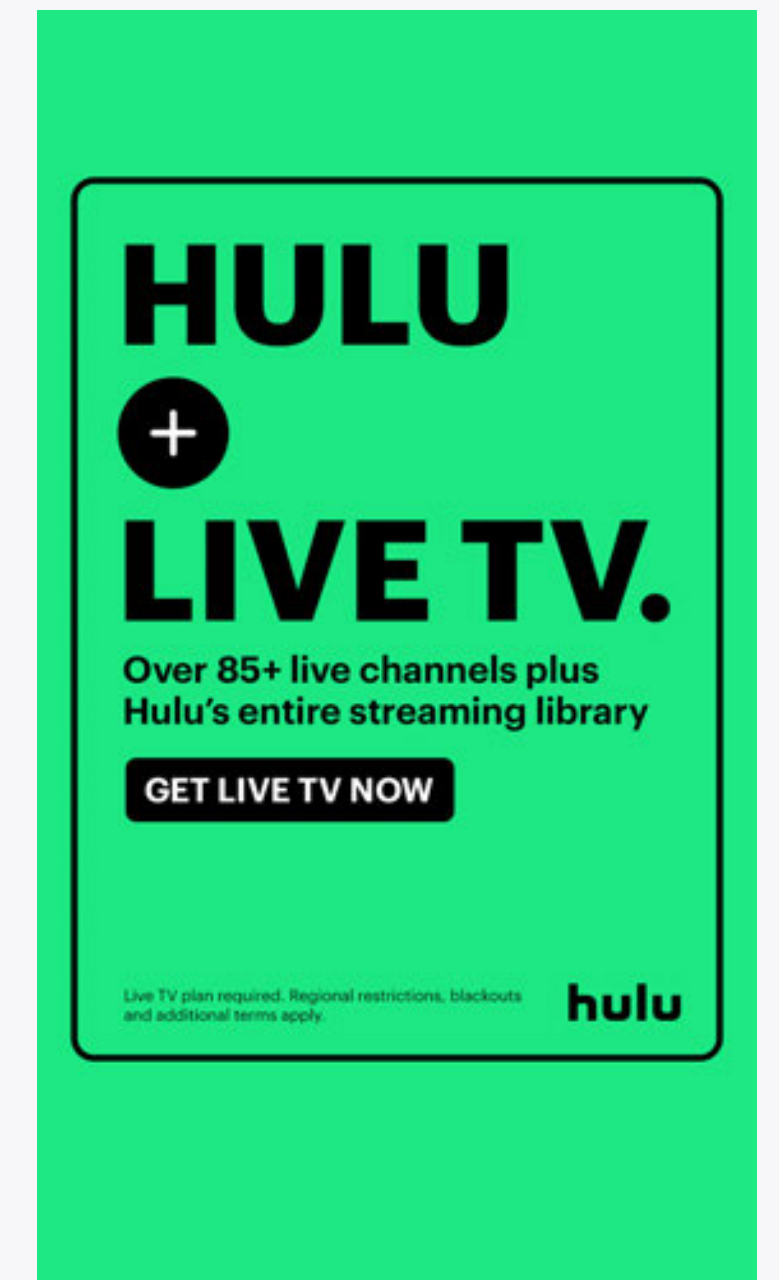
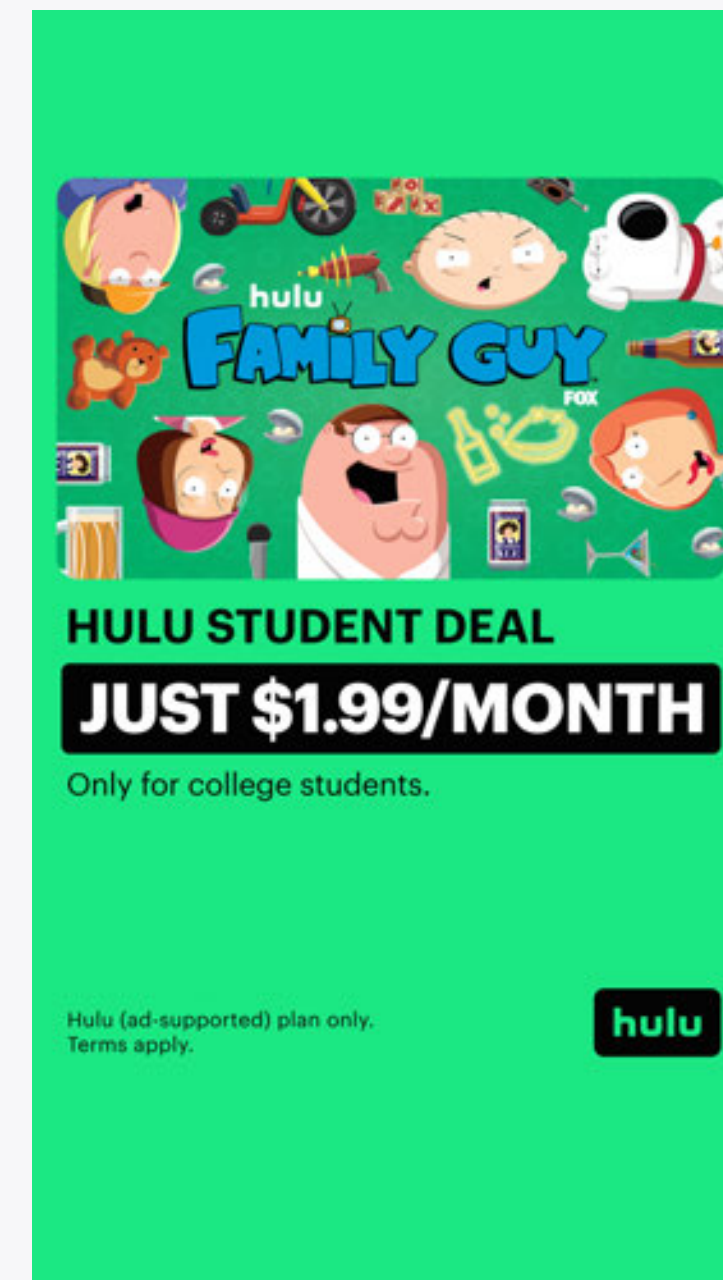
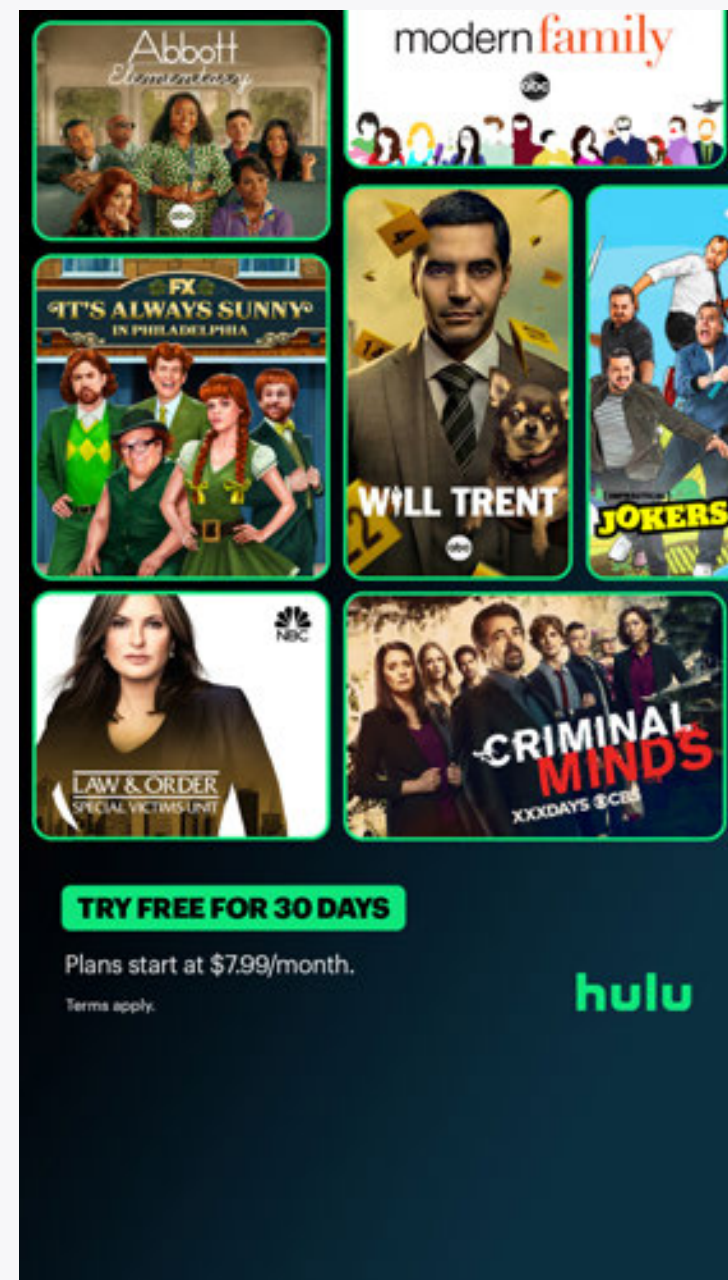
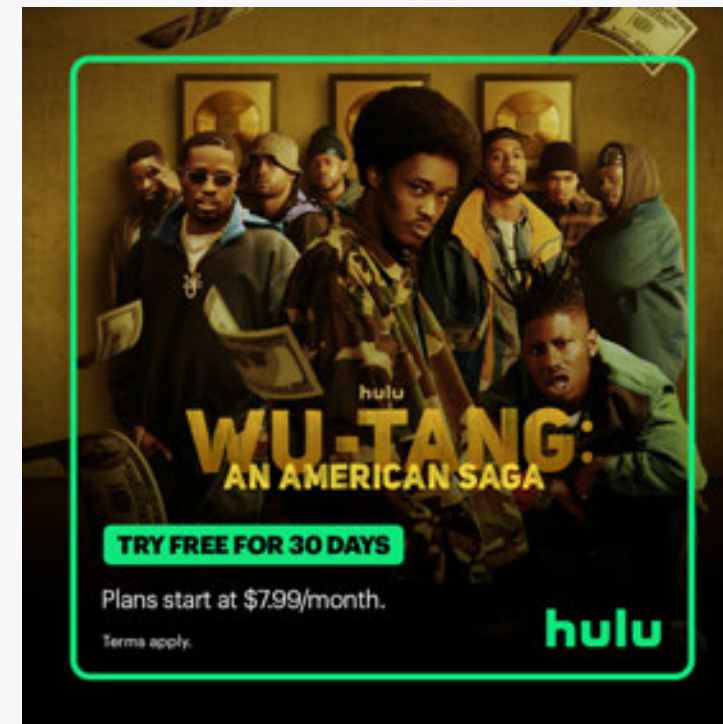
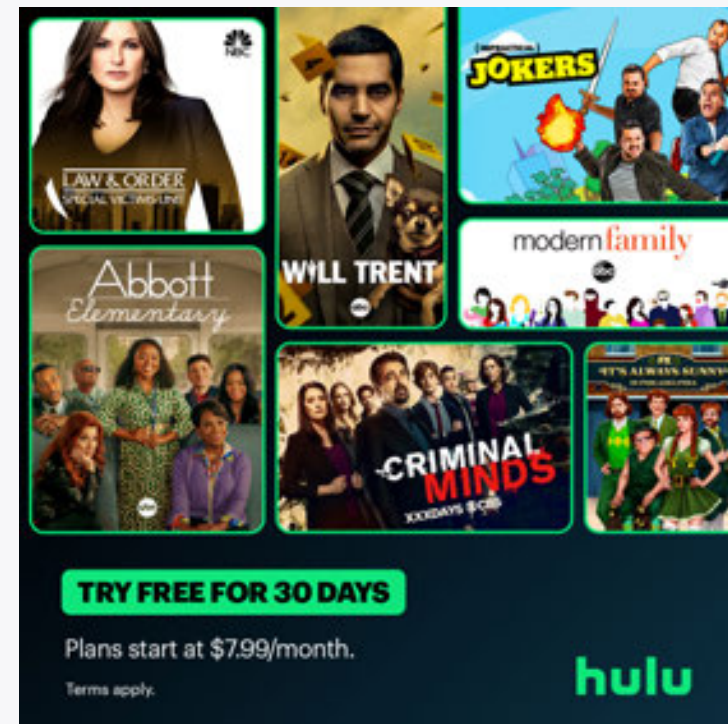
PHOTOSHOP

cropping • masking • smart objects • non-destructive editing
layout & typesetting • clipping paths • background extension

DECODED

media.onks

SOCIAL MEDIA





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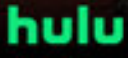




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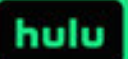


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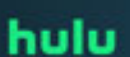




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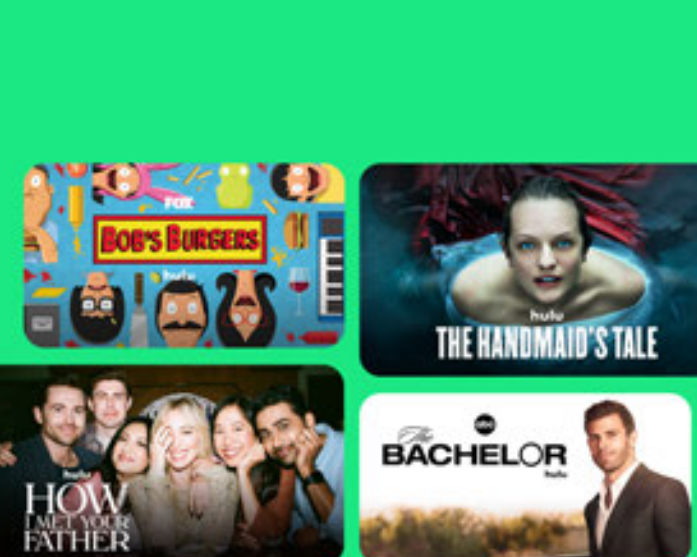


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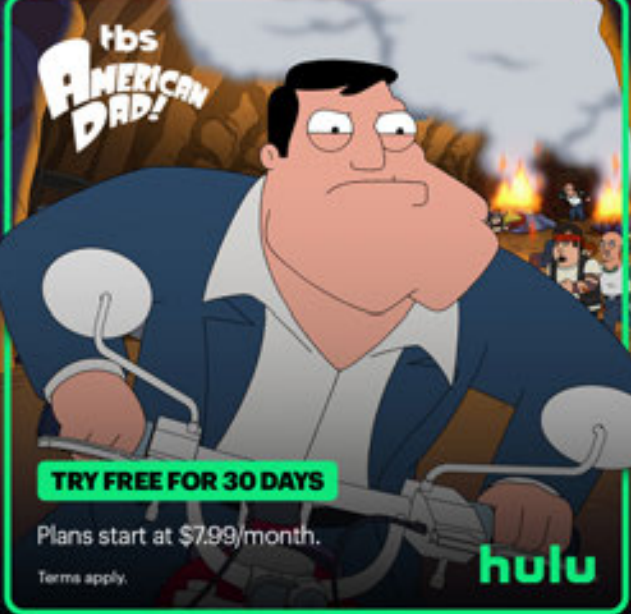


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PROGRAMMATIC ADS



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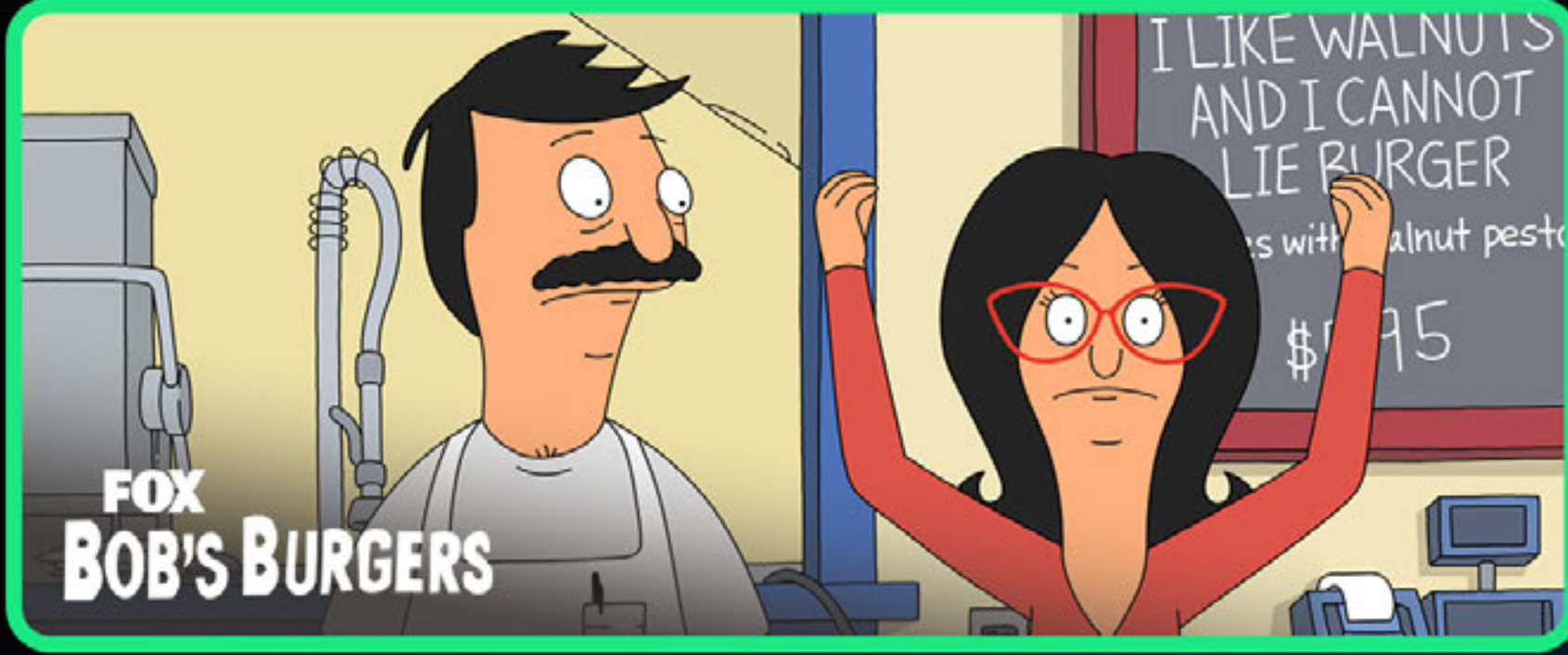
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AMAZON PRIME VIDEO

The image is a screenshot of the Hulu website's homepage. At the top, there is a large banner with a dark background. On the left side of the banner, there is a logo that says "BLACK STORIES ALWAYS" in white, surrounded by colorful flowers. Below this logo, the text "START YOUR FREE TRIAL" is written in white, followed by the "hulu" logo in its signature green. In the center of the banner, there are three movie posters: "WU-TANG: AN AMERICAN SAGA" featuring the Wu-Tang Clan, "SNOWFALL" featuring a man with a glowing blue face, and "The 1619 Project" featuring a man in a blue shirt. Below the banner, there is a navigation bar. On the left, there is a circular profile picture of a person with sunglasses. To the right of the profile picture are three buttons: "Home", "Find", and "Live". Further right are several service logos: "prime video", "IMDbTV", "twitch", "amazon music", "amazon kids", "photos", and a settings gear icon. Below the navigation bar, there is a row of five movie posters, each labeled "AMAZON ORIGINAL" in the top left corner. The posters are for "TOM CLANCY'S WITHOUT REMORSE", "THE BOYS", "COMING 2 AMERICA", "GOOD OMENS", and "MY SPY". Below this row, there is another row of content. On the left, there is a "BLACK STORIES ALWAYS" logo. To its right are the "WU-TANG: AN AMERICAN SAGA", "SNOWFALL", and "The 1619 Project" logos. Further right is a white button that says "WATCH BLACK STORIES ON HULU". To the right of this button is the text "Terms apply." followed by the "hulu" logo. At the bottom of the page, there is a row of five large, colorful buttons: "internet" (teal), "IMDbTV" (yellow), "photos" (light blue), "amazon" (purple), and "twitch" (orange).

BLACK STORIES
ALWAYS

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