

# Nelson Fernandez

## Creative Director and Designer

Oakland, California | 415.577.5175 | nelson@voltnine.com | <https://www.voltnine.com>

Seasoned creative director with an expertise in leading teams to design engaging experiences across platforms to elevate brand narratives and drive customer acquisition.

### SUMMARY OF QUALIFICATIONS

- ✔ Build and maintain visual branding for a wide range of design needs
- ✔ Concept and develop multi-dimensional integrated campaigns across digital, print, and video
- ✔ Lead projects through execution and develop digital/social content to drive lead generation
- ✔ Facilitate team communication and creative development to deliver highly impactful designs
- ✔ Synthesize emerging trends and insights to optimize consumer impact and engagement
- ✔ Cultivate cross functional relationships with staff, agency partners, and key stakeholders
- ✔ Creative expert on social and digital creative best practices

### TECHNICAL SKILLS

UX Design | Mobile UX Design | UI Design | Adobe Creative Suite | Photoshop | Illustrator | InDesign Acrobat | Dreamweaver | AfterEffects | Invision Prototyping | HTML5 | CSS3 | SASS | JS/PHP | WordPress Github | Jira | Asana | Braze | Marketo  
Agile Processes

### PROFESSIONAL EXPERIENCE

#### ● Propeller Health (A Subsidiary of ResMed Inc.)

**Design Director • (May 2015 - current) // San Francisco, CA / Madison, WI / San Diego, CA**

Lead all aspects of visual design and marketing campaign development to engage consumers across marketing channels and multi-touchpoint integrated campaigns.

- Mentor and manage the design team across creative and visual design, and liaise with partners, agencies, and freelancers while developing visual, UI, and UX.
- Maintain visual brand consistency throughout design, visuals, PR, and branding.
- Work closely with user research and user testing to define the Propeller Experience through communications, products, services, and experience.
- Collaborated with agency partner to spearhead the company rebranding.
  - Repositioned the company from a small startup to a leader in med tech.
- Designed B2B and B2C collateral to support sales and partner programs.
  - Used Marketo and Braze to create email drip campaigns to improve patient user experience and clinician user experience.
  - Designed customized email and direct mail enrollment campaigns for partners including Express Scripts, Dignity Health, and Walgreens.
  - Worked with internal events team and outside vendors to design booth displays, videos, collateral, and swag for conferences and events.
- Created an enrollment flow from the landing page, to enrollment, medication selection, and user acquisition which enabled DTC patient enrollment.
  - Comply with HIPPA constraints, and specialize in data privacy and secure data transfer methods in conjunction with patient health information.
- Liaised with executives to craft and design pitch decks for sales fundraising.
  - Led to company acquisition by RESMED.
- Established a design system with asset library, a visual design styleguide, messaging, icons, illustrations, photography, UI library and more.

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### ● Gannett Company Inc. - USA Today 10best Travel Media Group

Lead Visual and UI Designer • (January 2013 - April 2015) // San Francisco, CA / Greenville, SC / McLean, VA

Chaired all aspects of copy and visual design across a full range of marketing interfaces.

- Consulted on visual design, UI design, UX design, and front-end HTML / CSS development for Gannett properties including USA Today 10Best, Tripology.com.
- Redesigned Tripology.com and of 10best.com to responsive designs.

### ● Travora Media

Lead Visual and UI Designer • (May 2012 - Jan 2013) // San Francisco, CA / NYC

Spearheaded visual, web, UI and front end development for Travora Properties.

- Designed the visuals and user interface for the Travora iPhone app.
- Led the art direction of Travora commercial, and created online ads, interactive PDFs, email newsletters, and marketing mock-ups for partner programs with large brands including Uber, Cadillac, Jetsetter, and United Airlines.

### ● IODA (a subsidiary of Sony Music)

Creative Director • (May 2007- April 2012) // San Francisco, CA

Collaborated with executive team to lead the redesign of IODA's brand identity.

- Managed a team of three to redefine brand narrative and visuals, and execute this concept across business units to ensure consistent branding across channels.
- Consistently developed the most successful online and print campaigns for SXSW annual campaigns.
  - Enabled the collection of thousands of targeted emails, drew in thousands of attendees at events, and led to sponsorships from major tech and music organizations which increased brand recognition.
- Expanded social media presence and increased targeted email lists by re-branding and marketing a variety of IODA promotional properties.

### ● Leadclick / Eadvertising (a division of the First American Corporation)

Lead Web Designer / Graphic Designer • (Feb 2005- May 2007) // San Francisco, CA

Created full scale online advertising and marketing campaigns including websites (design and front end web development), landing pages, banners, and email creatives.

- Worked in a collaborative environment to deliver compelling marketing campaigns in the consumer products space according to product/client needs.

### ● Skills Inc.

Lead Web Designer / Graphic Designer • (June 1999 - Feb 2005) // Berkeley, CA

Created, designed and maintained company e-commerce website, and managed project lifecycle from initial design and conception through completion.

- Worked with design team to develop and deliver engaging, end-to-end user experiences through online and print advertising.
- Developed and designed multiple online and print marketing campaigns to increase event awareness and drive ticket sales.
  - Campaigns led to sold out shows at San Francisco venues including the Bill Graham Civic Auditorium, Regency Ballroom, and the Concourse Executive Center.

## EDUCATION

Bachelor of Art: Psychology - University of California, Santa Cruz