

Personal Information

Fernando Marganon

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Career Summary

I am an experienced graphic designer that can manage a project from start to finish. I have a creative approach to problem solving, a passion for design with purpose, and a desire to provide a product on-time with the resources available.

My goal is to create excellent graphic designs for print and online media that function for the intended audience and to handle changes in a quick and effective manner.

My career has expanded to many venues: not only do I design all of the brochures, logos, letterhead, flyers, business cards, racks cards, banners, and much more I have also designed the artwork that is on the front door of the Cumberland 501 club at Bridgestone arena as well as all the other company materials that are placed throughout the 501 club, which premiered on the television show "Nashville".

In addition to having artistic talent, I am an organized time-based planner; detail oriented, systematic, and skilled at simplifying project information, while having excellent craft and making use of best working practices. I am friendly, enjoy keeping up with current design trends, and can work as an individual or part of the team.

Professional Experience

Cumberland International Trucks | Graphic Design & Web Development (Creative Director) |
June 2012 - Present

Responsibilities

- Print ad management
- Website Maintenance
- Website Creation
- Co-op Claims
- Merchandise purchasing
- Branding company initiatives
- Project management
- Web ad creation
- Web ad placement
- Web ad management
- Print ad creation
- Print ad placement

Technical Expertise

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Adobe Dreamweaver
- Microsoft Expressions
- Wordpress
- 3DS Max
- Website Builder (v7.0.84)
- iPage
- CMS Programs
- Soundbooth
- Windows MovieMaker
- HTML
- Javascript
- CSS

Design Expertise

- Typography
- Graphic Design
- Logo Design
- Layout
- Illustration
- Business Cards
- Brochures
- Letterheads
- Image Editing
- Banners
- Artworking
- Stationary
- Magazine Design
- Icons

Marketing Expertise

- E-Mail Marketing
- Direct Mail Marketing
- Digital Marketing
- Social Media Marketing

Education

General Education Diploma | March 2010 – July 2010

ITT Technical University | 2010-2012 Associate's degree | Design and Visual Communications

Won several design competitions among my peers

Devry University January 2013 – March 2015 (expected) Bachelor's Degree

Technical Marketing & Business Administrations