



# Tim Fernandes IV

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## Objective

Seeking new, creative challenges that expand upon my abilities as a designer and leader. Opportunities for motion graphics or illustration are always welcome.

## Education

**Bloomfield College** Bloomfield, NJ  
B.A. in Graphic Design for Print & Digital Media (2003-07)  
December 2007, magna cum laude

## Experience

**Wurth USA, Inc.** Ramsey, NJ  
Multimedia & Graphics Specialist (2013-Present)

Responsibilities include: self-managing workflow for the creation of all monthly print materials, web banners for eCommerce and social media, and html emails that adhere to strict deadlines and Style Guidelines. Design for and coordinate with the Product and eCommerce departments for the release of New Products, and subsequent print and digital marketing materials. Creating product demo and promotional videos for internal and public viewing, as well as maintaining the company product catalog.

**Hertz Corporation; Hertz 24/7** Park Ridge, NJ  
Graphic Design Specialist (2011-2013)

Responsible for fulfilling all print, responsive web, and mobile app layout design requests for the **Hertz 24/7** brand. As the sole designer for the brand, I self-manage all stages of project workflow from initial draft to providing web or print-ready files by deadline. Work for other **Hertz** brands include: **Hertz Entertainment Services**, **Hertz Equipment Rental** and **Cinelease**.

**Boxed Gifts / Selini NY** Paterson, NJ  
Web & Print Designer (2010-2011)

Provided all graphics content, page layouts, product updates & imagery, and weekly html email newsletters for eCommerce site.

**All Print Resources** Ridgefield Park, NJ  
Graphic Designer (2008-2010)

Responsible for executing all outside client and internal designs, as well as managing design workflow and meeting with clients regarding designs for print.

## Software

