

JEFFREY FERNANDEZ

Sr. Graphic Production Designer

Production Artist with 14 years of experience creating high-quality assets for print and digital channels. Skilled in final mechanicals, image editing, and asset management across fast-paced retail, tech, and entertainment environments. Proficient in Adobe CC, Figma, and CMS tools. Known for precision, consistency, and dependable delivery under tight deadlines.

EXPERIENCE

Digital Production Coordinator

Williams-Sonoma, Inc. — *San Francisco, CA* // Mar 2024 – Jun 2025

- Managed and archived high-volume digital assets to support omni-channel site launches.
- Executed advanced image editing (cropping, color correction, retouching) in Photoshop.
- Ensured pixel-perfect consistency across product detail pages, category thumbnails, and marketing imagery.
- Maintained CMS content accuracy across U.S. and international web platforms.
- Participated in asset reviews and ensured naming/back-up protocols for smooth delivery.

Product Designer

Disney Theatrical Group — *New York, NY* // Jan 2023 – Dec 2023

- Designed custom patterns, illustrations, and style guides for licensed merchandise.
- Built high-fidelity mockups and cleaned up vector and raster artwork for production.
- Troubleshoot design issues related to color, scale, and resolution for vendor-ready files.
- Collaborated with cross-functional teams to ensure mechanicals matched brand standards.

Production Designer

PCH — *Burbank, CA* // Sep 2023

- Built print and digital ad layouts using entertainment industry key art
- Prepped final mechanicals adhering to precise specs and deadlines.

Production Artist

Little Cinema — *New York, NY* // Jul 2023 – Aug 2023

- Developed high-impact digital and print campaign materials.
- Ensured asset quality and print-readiness across multiple formats.

Senior Production Artist

Decoded Advertising — *Los Angeles, CA* // Jan 2023 – Feb 2023

- Led a creative pod delivering static and motion assets for Hulu marketing.
- Created and maintained Adobe templates and standardized naming conventions.
- Oversaw QC for deliverables across platforms, ensuring technical accuracy and brand consistency.

Senior Production Designer

AKA NYC — *New York, NY* // Jan 2022 – Apr 2022

- Owned brand continuity and asset evolution across print, web, and OOH campaigns.
- Established efficient workflows with creative leadership for high-volume production.
- Delivered final mechanicals and creative revisions to internal and external partners.

Graphic Production Artist

Hogarth Worldwide — *Sunnyvale, CA* // Aug 2018 – Sep 2021

- Prepared press-ready files for global print campaigns across Apple product lines.
- Handled complex image retouching, masking, and format conversions.
- Packaged, preflight, and delivered final mechanicals via internal systems and FTP.
- Created multi-platform-ready assets for mobile, digital, and retail display.

Lead Production Artist

Lewtan Industries — *Hartford, CT* // Apr 2011 – Dec 2014

- Supervised production team and ensured file accuracy for commercial printing.
- Oversaw final mechanical preparation and vendor communications for print delivery.

CONTACT

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Links

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TECHNICAL SKILLS

Microsoft Office

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Figma

Airtable

SharePoint

CMS Platforms

Digital Asset Management

Color Correction

Image Retouching

Prepress