

José Rubén Fernández

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www.17Acreative.com

EXPERIENCE

17A Creative (sole proprietorship), New York

Creative Director, Freelance

Clients include: Bank of America, Day One, Kraft Foods, Prudential Investments, Resurrection University and UBS Wealth Management.

Agencies include: Berlin Cameron United, C2 Creative, Dentsu, McGarryBowen, Optimistico
May 2008 – Present

The Delve Group, New York

Design Director, Freelance

Created brand identity and go-to-market strategies for companies who aspired to be market leaders.
June 2009 – February 2010

JWT Inside, New York

Creative Director

Managed creative department and accounts for our Boston, Philadelphia and New York offices. Presented at new business pitches. Clients: American Express, Capital One, HSBC, Merrill Lynch, NewYork-Presbyterian Hospital and the U.S. Department of State.
February 2005 – May 2008

Univision Television Group, New York

Senior Designer

Designed promotions for Univision Network's affiliate marketing efforts.
July 2004 – February 2005

JWT Inside, New York

Senior Art Director

Created advertising strategies for a variety of high-profile clients in JWT's Education and Specialized Communications divisions. Presented campaigns in new business pitches. Directed photo shoots and print production; press checks.
January 2003 – July 2004

Tiscali Telecommunications, www.tiscali.es, Barcelona and Madrid, Spain

Senior Graphic Designer

Created vertical sites, Web pages, offline and online advertising targeted to the Spanish market.
July 2000 – December 2002

IN2, New York

Art Director

Designed online advertising strategies for e-commerce clients such as i-drive, Monster.com and Starmedia.
March 2000 – July 2000

JWT Specialized Communications, New York

Art Director

February 1997 – March 2000

**OTHER DESIGN
EXPERIENCE**

ABC Carpet & Home, *Graphic Designer*, New York

Whitney Museum of American Art, *Graphic Designer*, New York

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EDUCATION

Boston University, College of Communications and School of Fine Arts
B.S. in Mass Communication and Public Relations

SKILLS

Adobe Creative Suite 6

LANGUAGES

Fluent in Spanish, proficient in French

AWARDS

2008 Employment standard of excellence award – employment web award
for U.S. Department of State
2007 CEA 2nd - best campaign for diversity; IAC best government email message,
best government online ad – government for U.S. Department of State
2006 CEA 1st place - non-print electronic direct mail, 1st place - print promos & collateral,
2nd place - best campaign for diversity for U.S. Department of State
2005 Employment Management Association: Merrill Lynch College Recruitment
2000 Australian Marketing Award in Education and National Marketing Award
Campaign: Swinburne University, Australia

ORGANIZATIONS

Taproot Foundation, New York, *Design Consultant*