


**Graphic & Web Designer**  
**Creative / Motivater**  
Illustrator / Photoshop / InDesign


# ANA FERNÁNDEZ


I am specializing in brand identity. I am highly motivated in guiding entrepreneurs in the creation of their brands, working with graphic aspects such as: **corporate identity, print media, website design** and everything necessary for the successful launch of their products.


<https://www.behance.net/belenjenacreatividad>

<https://www.instagram.com/belenjenacreatividad/>

 belenjena.com

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 (236)-777-9479

 Saint John, NB

## PROFESSIONAL EXPERIENCE

### **Founder & Manager of Belenjena Creatividad** **Belenjena.com. Bilbao - Spain (2012 - Current)**

Brand Identity. Naming. Print design.  
Graphic consulting. Packaging & Signage.  
Creative content writing. UX design.

» Gained a lot of knowledge and experience managing my own business as a freelance designer working with different clients and collaborating with others. Also, helped with a motivation mentoring program for student interested in entrepreneurship.

### **Graphic Designer. Design department** **Tellmewow. Bilbao - Spain (2017)**

Digital and mobile marketing support.  
Graphic support for google play and app store.  
Social media design and Web design.

» Graphic support for website educational and online games in various languages and channels like facebook, twitter, google play, app store, youtube, etc.

### **Graphic Designer. 3D Department** **LudusVR. Bilbao - Spain (2016)**

Brand redesign. Guideline creation.  
Print and marketing materials.  
Signage. Social media. Web design.

» Design online and offline material for this company in the virtual reality sector. In this position my role involved work with both the 3D and marketing departments.

### **Graphic Designer. Design Department** **King e-client. Barcelona - Spain (2011 - 2012)**

Support for social media and tech department.  
Mobile app design. UX/UI. Landing pages design.  
Microsite design.

» In KEC I learned the importance of empathizing with the client using UX/UI to achieve the best communication of the brand and obtain better long-term results.

### **Internship. Marketing Department** **Saunier Duval. Zamudio - Spain (2010)**

Actualization of advertising material. Print design.  
Market analysis. Support to Marketing department.  
Support to boiler technician department.

» The Vaillant group is an international company with hundreds employees where I gave graphic support to our boiler technicians designing materials that they used daily.

### **Creative Assistant. Ediciones Deusto** **Bilbao - Spain (09 - 12 / 2008 and 09 - 12 / 2009)**

Photo retouching for merchandising and gift products. Mock-up.  
Graphic support to sales department.

» Creating promotions with mockups for customers in merchandising and book department such as: keyrings, pens, notebooks, bags, etc. Also, I have been making email marketing.

### **Creative Assistant. Design Department** **Eñutt Comunicación. Getxo - Spain (2007 - 2008)**


Print and Editorial design. Infographics.  
Merchandising & Packaging. Vehicle signage.  
Graphic support to tech department.  
Photo retouching.


» It was my first experience in an advertising agency. Where I learned the importance of time management, organization and prioritizing.

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#### PERSONAL SKILLS

- } Hard-working
- } Event planning
- } Creativity & Enterprising
- } Motivated to improve

#### TOOLS (Mac / Pc)

- } Illustrator
- } Photoshop
- } Indesign
- } HTML, CSS, Wordpress

#### DESIGN SKILLS

- } Brand identity
- } Print media
- } Packaging & signage
- } Website

#### EDUCATION

Degree in Graphic design and editorial production.  
IES Emilio Campuzano. Bilbao - Spain (2004 - 2007)  
*Printing tools, offset, serigraphy, color psychology, layout, paper history...*

#### FURTHER TRAINING

Course in the Development and creation of websites.  
Computer School ESPAI. Barcelona - Spain (2011 - 2012)  
*HTML, CSS, jQuery, Dreamweaver, Flash, Wireframes...*

Course in Business Communication, advertising and graphic design. ESAE school. Madrid - Spain (2009)  
*Branding, naming, marketing strategies, promotions, corporate identity, global thinking...*

#### PUBLIC SPEAKING

Seminar of graphic arts and communication.  
IES Emilio Campuzano / February 2012  
*Tips for students who will start working.*

Presentation on Entrepreneurship.  
IES Emilio Campuzano / May: 2012 - 2013 - 2014  
*The good and bad side of being an entrepreneur.*

Presentation on Creativity.  
IkasHUB Bilbao / October 2014  
*The importance of creativity.  
Games and techniques.*

Presentation on Entrepreneurship.  
CIFP Elorrieta - Erreka Mari LHII / December 2015  
*The good and bad side of being an entrepreneur.*

#### INTERESTS

- › *Volunteer:* I was a volunteer for 6 months in the Red Cross organization, in the department of employment and care for the elderly.
- › *Meet people:* Passion for meeting others and learning other cultures through various such as meetup events..
- › *Food:* I have experience in high gastronomy thanks to my family.
- › *Travel:* Living in Europe allows you to travel because the countries are very close.
- › *Sports:* I have practiced tennis, ping pong, soccer, skating and mountain climbing .
- › *Storytelling:* I like to create stories and I usually use words or elements to recreate them.
- › *Photography:* I love going out with my camera to look for ideas and inspiration.

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Thank you!