



María Fernandez
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Profile...

Creative artist with a recognized talent with ten+ years game industry and advertising experience. Outstanding knowledge of the entire production process and an ability to communicate clearly and effectively with programmers, designers, marketers and corporate executives.

Skills...

- Imagination and creative storytelling ability through conceptual art production, storyboarding, effective use of camera angles, staging, mood, composition, balance and appeal
- Execute artwork in various mediums, digital and traditional
- Interact and communicate effectively with co workers, clients and publishers in a decisive and professional manner
- Responsible, dependable, organized, hard working, team player
- Strong management abilities effective, communication, mentoring, quality assurance (revisions and critiques) and respect for others

Professional experience...

- Freelance designer, doing illustration, design and UX/UI for consumer electronics devices and videogames in several companies: Vodafone, Pyro Studios, RTVE, Diageo, Warner music, SM,...(2004/now)
- Senior UX/UI designer in Telefónica Digital (Jul 2012- now)
- Lead UX/UI designer in BQ Readers (Feb 2012- Jun 2012)
- UX / visual design manager in Magic Box Interactive (Jun 2011- Feb 2012)
- Lead Artist. Multiweb Games (May 2010/ October 2010)
- Lead Flash Artist Pyro Studios (January 2008/ June 2008)
- Art direction 101rpm (January 2007/December 2007)
- Online department Manager Contracorriente Estudio Gráfico (June 2005/February 2007)
- Illustrator and Flash developer Vodafone España (September 2004/March 2005)
- Senior Online designer i-network publicidad, (November 2003/February 2004)
- Manager Department ozu.es (July 2002/October 2003)
- Game Artist and Flash developer Factoria de juegos (December 2001/June 2002)
- Designer and illustrator mundofreak.com (September 2001/December 2001).
- Game artist Winsome España S.A. (June 2000/ September 2001)

Education...

- Master in Human-Computer Interaction (UX) degree. Universidad Oberta de Catalunya
 - 'Book Illustration' short course Central Saint Martins (London)
 - Experimental Animation seminarie taught by Oriol Sanchez, CBA
 - Modern Art seminarie Círculo de Bellas Artes de Madrid
 - Illustrating children books taught by Claudia Ranucci
 - 'Colour', 'life drawing', 'Engraving I' y 'Engraving II' seminaries taught by Miguel Angel Oyarbide.
 - Colour semantics short course en la Escuela Superior De Dibujo Profesional
 - Creativity seminaire taught by Dennis Neiman.
 - Video and Audio editing master UNED.
 - Baroque art seminaire Universidad de Alcala de Henares.
 - Accessibility and usability shot course RED.ES
 - 2D Animation Escuela Superior de Dibujo Profesional de Madrid.
 - Desing and multimedia production (Premiere, Director, Flash, Photoshop, Dreamweaver, After Effects)
 - Graphic design master(Freehand, Corel Draw, Illustrator, QuarkXpress...)
 - 3D animation on 3DMax Studio
 - Human animation and Organic modelling Master
- All in ARS ANIMACIÓN
- Airbrushing taught by Carlos Diez.

Mac & PC Plattforms.

Spanish as native language
FIRST certificate on english,
Basic level of Japanese.
A1/A2 of French

Other activities...

I've worked on production for different events related with videogames.
Costume Designer for theatrical shows and performances
Dancer and performancer on different shows