

Quique Fernández

UX UI Designer · Art Director · Illustrator

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Languages

- Spanish, native
- English, fluent.

Clients

Huawei, Coca-Cola, LaLiga, Renault, JTI, Consum, Pernod Ricard, Asociación Española Contra el Cáncer, Loewe, Hotel Barceló Sancti Petri, LEC (Light Environment Control), Bodegas Barbadillo, González Byass, Cruz Roja Española, Atlanterra Inmobiliaria, Parador Hotel Atlántico, El Califa, Garimba Sur, Grupo Vélez, El Faro de El Puerto, Oleum Viride, Torre Tavira, Mave Aeronáutica, Ayuntamiento de Cádiz, Universidad de Cádiz...

Professional profile

- More than ten years developing design tasks, layouts, illustrations, packaging, art direction and project management within the creative department.
- Very interested in user experience design and digital product design, a sector in which I am currently focused.
- Especially enjoy everything related to corporate image and branding.
- Also love designing posters and illustration in general.

Experience

Freelance Designer (Madrid) / 2020 - Present Art Director / UX UI Designer / Illustrator

- Development of digital projects for startups & individuals.
- Branding and graphic design projects.
- Advertising and editorial illustration.

Momentum Worldwide - McCann (Madrid) / 2017 - 2020 Senior Art Director



- Huawei responsible for BTL, events, activations and point-of-sale visibility.
- Creation of concepts, landing pages, visual design and experiential marketing.
- Team management and supervision of the design process and client presentations.
- Creative Manager at Momentum Worldwide Madrid, for the launch campaigns and specific promotions of several awarded top Huawei smartphones.

Cadigrafía (Cádiz) / 2006 - 2017 Senior Art Director / Creative Supervisor



- *Creation of concepts and campaigns development, corporate identities, expo designs, packaging, final artwork... Also illustrating, writing and editing texts, editorial and digital design.* Highlights:
 - Design and edition of the Sustainability Report from 2013-2015 for **Loewe**.
 - Design of the billboards and programs for several seasons for **Cádiz Theatres**.
 - Design of many branding projects like **Ultramar&nos, El Califa, Casino...**
 - Design of several packaging projects like **Oleum Viride Mare, SuperMex...**

Monovampiro / 2011 - Present Co-founder / Creative Director



- *Illustration and creative projects.* This channel has allowed me to take part in competitions, to exhibit some of our pieces, and, in short, to work on any creative project related to culture that I face. Some highlights here:
 - **Fernando Fernán Gómez, el ilustrado.** Collective exhibition of the AIP Cadiz, organized on the 10th anniversary of the death of the writer, actor and director. 2017.
 - Concept and design of the music album **"Get Electrified!", by The Electric Alley.** 2015.
 - **Printing Hop! Bilbao BBK Live.** Collective exhibition organized by the BBK Live festival, participating among outstanding international artists. 2014.

Hard Skills

UX UI

- Figma
- Sketch
- Adobe XD
- Sketching
- Wireframing
- Prototyping

Graphic design, Illustration

- Adobe Creative Suite
- Keynote
- Procreate

Online tools

- Miro
- Mural
- Slack
- Whimsical
- Medium

Soft Skills

- Versatile and adaptable profile, based on experience.
- Communicative, curious, open to new challenges.
- Eager to continue learning every day.
- Easy going, with a close treatment.
- Project leader and teamworker

Personal interests

- Listening to music and going to live shows is my greatest passion.
- Graphic novels, comics, tv series, movies... avid consumer!
- I also aspire to keep playing football (soccer!) while my body resists and truly learning to play the guitar someday.

Education

Academic

- **UX UI Design Master. Iron Hack** (Madrid) / 2020
International tech school. UX UI Design Bootcamp:
 - User experience design, information architecture, wireframing, prototyping.
 - Design Thinking, Agile Framework.
 - Usability evaluation and site/app redesign.
 - Atomic design, visual design, user-interaction design.
 - HTML y CSS, web responsive and adaptive.
- **Degree in Arts.** Universidad de Sevilla (Sevilla) / 2004
- **Superior Degree in Advertising Graphic Design.** Art School, Jerez (Cádiz) / 2001 - 03

Certifications

- **EF SET English Certificate 80/100 (C2 Proficient) EF Standard English Test** / 2021
- **Scrum Fundamentals Certified (SFC) SCRUMstudy** / 2020
Accreditation Body for Scrum and Agile. Scrum Fundamentals Certified course is tailored to help anyone interested to know more about Scrum; learn about key concepts in Scrum as defined in the SBOK® Guide; and to get a real understanding of how Scrum framework works in delivering successful projects.
 - Scrum Fundamentals Certified Training, attended.
 - Scrum Fundamentals Certified Certification Exam, passed.
- **Linkedin Learning** / 2020
 - UX and prototyping for web and mobile devices.
 - Advanced branding.
 - How to manage work teams.
 - Online Marketing: Creating a comprehensive plan.

Ongoing training

- **Techniques for public speaking.** Mónica Galán, *BRAVO Method* (Madrid) / 2019
- **Storyboard drawing techniques.** Paco Sáez, *Lightbox Academy* (UCA) / 2016
- **Writing on the Internet** (Navarra University) / 2015
- **Creativity Workshop.** Marçal Moliné / (Cádiz) Creactiva 2008
- **Conferences of the AEPD on ads, communication & design** / 2006 - 07
- **Design software and advertising environment.** Adobe Creative Suite / 2004

Others: Web design, Media creativity , Art direction, Strategy of creative advertising, Communication in crisis, Web traffic, Copywriting, Direction and product strategy...

Awards

- **FIP 2018. Gran Prix - Event Marketing / Product Launch**
- **FIP 2018. Gran Prix - POP & merchandising / Stands and special projects**
- **FIP 2018. Silver - Innovation and unconventional advertising / Experiential marketing "Factoría de Locuras inteligentes Huawei"**
Momentum // Concept and art direction.
- **Eventoplus 2018. Best product presentation "Factoría de Locuras inteligentes"**
Momentum // Concept and art direction.
- **Agripina 2015. Best Advertising Illustration "Calendario Cadigrafía 2015"**
Cadigrafía // Concept, illustration and art direction.
- **Agripina 2013. Outdoor Advertising "El Independiente de Cádiz"**
Cadigrafía // Art direction and graphic design.
- **LAUS 2014. Naming "Wasandrai"**
Cadigrafía // Art direction and concept.