

Violeta Fernandez

Multimedia Designer

https://violetafernandez.netlify.app/
violetafernandez447@gmail.com
+54 11-3778-6217

Profile

I am a Multimedia Designer with a background in graphic design, motion graphics, and audiovisual production. I have over 3 years of experience developing visual pieces and digital content that combine aesthetics, clarity, and effective communication. I work on visual identity projects, social media assets, e-commerce materials, and digital campaigns, always ensuring brand consistency and strong visual impact.I am proficient in Adobe Creative Cloud, Figma, and AI tools applied to graphic and audiovisual design. I aim to continue growing within creative teams where I can contribute my vision, strengthen brands, and explore new ways to integrate design and technology.

Work Experience

Gilson Housing Partners

Graphic Designer

March 2026 – October 2026

- Design and adaptation of marketing materials across digital and print platforms.
- Creation of web graphics, landing page assets, and website visual content.
- Design of brochures, sales collateral, presentations, and promotional materials.
- Development of B2B social media content aligned with brand and communication goals.

Strong Fitness

Jr Graphic Designer

August 2025 – March 2026

- Adaptation of designs across multiple formats and platforms.
- Creation of visual content for social media, e-commerce, and digital campaigns.
- Design and editing of promotional materials, ensuring brand identity consistency.
- Production and optimization of product images for e-commerce, catalogs, and commercial materials.

Canica Agencia

Design and Audiovisual Production Assistant

July 2023 – February 2024

- Development and editing of graphic and audiovisual materials using Adobe programs.
- Creation of motion graphics and 2D/3D animations for digital campaigns.
- Collaboration on branding and visual design projects, ensuring quality and brand consistency.

G2G

Video Game Account Sales and Management

November 2022 – January 2024

- Market analysis to identify trends and profitable opportunities.
- Price negotiation and management of secure transactions.
- Customer service and resolution of account-related issues.

Education

Bachelor's Degree in Design | Universidad de Palermo — **March 2026 - December 2026**

Associate Degree in Multimedia Design | Escuela Da Vinci – Multimedia Art School — **March 2022 - December 2024**

High School Diploma in Social Sciences | St. Mark's School — **February 2005 - December 2020**

Skills

- Branding and Visual Identity
- E-commerce Design
- B2B Marketing Design
- Motion graphics
- Design Adaptation Across Multiple Formats
- Adobe creative suite / Figma / Blender
- Strong Visual Judgment and Attention to Detail
- AI Integration in Design Processes

Additional Information

Availability: Full-Time **Work Modality:** Remote / Hybrid / On-site **Own Transportation:** Yes