



Fernando DaRosa
Graphic Designer

619 787 2872
fernando@fernandodarosa.com

744 G Street, #103
San Diego, CA 92101

Portfolio www.fernandodarosa.com

Experience Viejas Casino & Resort

Sr. Graphic Designer
Alpine, CA
April 2013 to present

- Design and produce promotional materials for every aspect of the casino, including print, digital signage and front-end web design
- Work with various departments to create both internal and external marketing pieces
- Concept, design and production for outdoor advertising and newsprint
- Create and coordinate signage for all special events of the company including New Year Celebration, 4th of July
- Work on photo shoots for several departments in the company, including Food & Beverage, Advertising and Human Resources, and various team member- related events

Petco Animal Supplies

Sr. Graphic Designer - Private Brand
San Diego, CA
March 2007- April 2013

- Management, design and production of all private brand packaging tiers
- Managed the design team and scheduling of all projects from packaging concept to shipping
- Developed processes and implemented branding standardization to international vendors
- Collaborated with several outside agencies on new packaging concepts
- Photographer and photo-shoot director for private brand packaging, including working with live animals and professional trainers

Brainfusion Studios

Owner/Creative Director
San Diego, CA
January 2001-December 2006

- Designed and produced various print and web projects for a wide range of clients
- Concept and design for print and web projects
- Technical advisor and support for sales and marketing staff
- Wrote creative briefs and proposals for potential clients and developed my own client base
- Direct reports included designers, sales rep and web programmer
- Leveraged overseas web programming to lower costs and increase profitability

References and additional employment history available upon request.

Skills Adobe CC with emphasis in:

Indesign
Photoshop
Illustrator
Muse



Expertise Print

Corporate ID
Catalogs
Packaging
Ad layout

Web

Corporate
Entertainment
Food & Beverage

Photography

Product
Events
Pets

Education Platt College

Los Angeles, CA
2-Year Certificate Program