

Talia L. Fernandez

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PROFILE: PREPRESS PRODUCTION ARTIST

Talented Production Artist with more than 7 years of experience in the prepress production management, delivery of time sensitive, visually aesthetic and brand compliant communication products to meet the client needs.

Significant Skills and Abilities Include:

- Fluent in press production setup to ensure the best file preparation.
- Broad based background in prepress for offset and flexographic printing, CAD/3D printing, package design, digital and hand illustration, printmaking, letterpress, branding and motion graphics.
- High degree of professionalism with a contagious enthusiasm and an established reputation for quality, satisfaction, and results; readily adapt to and produce in any environment.

Core Competencies

Prepress Production and File Setup – Graphic Design & Layout – Adobe Creative Suite
Photo Editing – Digital Formatting – Digital Media

EXPERIENCE

Freelance – Graphic Designer / Production Artist (2010-Present)

Consult with clients from a variety of industries to meet all creative project deliverables. Experience runs the gamut from package design and layout, large format signage design, illustrations, special occasion invitations, motion graphics for LED video signage, branding, print design, magazine advertisements and social media campaigns. Assist in organizing final print production packaging from stock selection to obtaining quotes from vendors.

- ◆ Service and maintain key client accounts from food and cosmetic industries, tattoo shops, non-profits, entertainment, education, and business sectors; enjoy a high volume of repeat and referral business.

Delta Graphics, Inc. – Senior Production Artist/Prepress (2015-Present)

Manage daily art review for offset and flexographic print projects. Set-up and maintain client files for flawless production, typesetting, and custom design requests. Proofread all work to ensure highest quality of print services. Create explicit proofs to verify paper selection, spot color, and varnish usage. Prepare files for printing on clear media such as labels and plastics.

- ◆ Delivered high quality work projects for key client accounts in the cosmetic, food, fashion, convention, and consumables industries.

Next Day Flyers, LLC (Digital Room, Inc.) – Prepress Production Artist/Layout Production Artist (2013-2014)

Accountable for mass file review and preparation for gang-run offset printing jobs such as business cards, brochures, post cards, greeting cards, posters, banners, and more. Worked closely with Technical Design Department on custom die cut products, catalogs, brochures, political mailers, large format banners, posters, and images for web media.

- ◆ Boosted production on layout services provided with quicker design turnaround times.

Electra Media, Inc. – Programmer (2010-2012)

Consulted with customers and created custom graphic designs and animations for LED signs with a 24 to 48-hour turnaround time. Conceptualized and completed from 100 to 200 web ready graphics and animations daily. Programmed images to run and provided remote troubleshooting and sign repairs as needed. Oversaw work of fellow programmers to meet client needs and ensure sustained satisfaction. Collaborated with sign manufacturers on any maintenance issues or problems. Trained newly hired staff on industry-standard art and sign programs. Provided administrative support to company president and office manager.

- ◆ Designed handbook that welcomed clients to the EMI family and contained all pertinent information for programming and maintenance requests.

Syren/Stockroom.com, Inc. – Design Assistant (2008-2009)

Assisted Graphic Designer and Webmaster on all creative project deliverables. This included, but was not limited to, photo manipulation of products and models, preparation of images for print and web, set-up and maintenance of affiliate sites.

University of Southern California School of Dentistry – Junior Graphic Designer/Secretary (2007-2008)

Served as an Assistant to Senior Graphic Designer and Marketing Manager. Designed layout of course advertising materials and magazine ads. Coordinated print material creation and copy services for with vendors.

REFERENCES AVAILABLE UPON REQUEST