

# Alex Fernandez

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Alexfernandezcreative.com

New York City-based designer with 5 years of experience in the beauty and retail space. Proven skills in driving art direction, leading photoshoot and campaign concepts, managing multi-disciplinary teams, in-store retail gondola design and marketing, and delivering elevated creative across digital and retail. Experienced in IP collaborations and scaling brand visuals across fast-growing beauty brands.

## Skills

Art Direction  
Visual Storytelling  
Retail & In-Store Displays  
Moodboarding & Shotlist  
Campaign & Launch Creative  
Prestige Beauty Partnerships  
Team Leadership & Mentorship  
Brand Systems & Consistency  
AI Integrated Creative Systems  
HMU & Wardrobe Styling  
Event Design  
Vendor Sourcing  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Figma  
Click Up

## References

Available upon request

## Education

### University Of Central Florida

2016-2020 | Bachelor of Arts  
Advertising & Public relations

### Valencia College

2019-2020 | Certificate  
Graphic Design Production

### Valencia College

2019-2020 | Certificate  
Graphic Design specialist

## Glamnetic | August 2021-Present

### Art Director / Senior Graphic Designer (December 2023-Present)

- Led art direction for product launches and campaign shoots. Develop mood boards, shot lists, and visually compelling narratives that elevate brand storytelling within the beauty space.
- Collaborate with photographers and cross-functional teams to produce high-impact social-focused content that can be scaled to various funnel needs (web, retail, ads, etc.)
- Partner with major retailers including ULTA, Sephora, and Walmart to concept and execute 30+ annual in-store display updates, ensuring cohesive brand expression across various gondolas and endcap lockups.
- Manage and mentor a team of 4 designers, driving high-quality, on-brand creative in a fast-paced and high-volume output environment.
- Collaborate across marketing, social, and product teams to deliver culturally relevant, trend-driven work.
- Led a full redesign of Glamnetic's retail fixture, supporting large-scale expansion across hundreds of U.S. stores.
- Own creative for major collaborations including Harry Potter x Glamnetic and Sanrio x Glamnetic, translating licensed IP into compelling, brand-aligned campaigns.
- Support sister brand Digi by Glamnetic across social, photoshoots, and branding rollout into 3500+ Walmart doors.
- Oversee vendors, freelancers, timelines, and budgets to ensure efficient execution under tight deadlines.
- Spearhead fast-paced creative demands through AI implementation initiatives.

### Lead Graphic Designer (December 2022-November 2023)

- Project Manage all asset design requests from funnels like marketing, retail amazon, web, etc.
- Led digital creative direction for launches assets and marketing initiatives for IP Collabs.
- Led the Glamnetic Intern Program, mentoring emerging designers.
- Partnered with the retention team to A/B test creative, driving improved click-through rates and performance optimization.
- Worked closely with Web team to optimize the websites UX/UI initiatives.

### Graphic Designer / Junior Graphic Designer (August 2021-Dec 2022)

- Designed digital marketing assets across email, web, and social.
- Supported the 2022 website relaunch and brand rebrand.
- Created optimized Amazon A+ and storefront content.
- Supported day-to-day design needs across marketing channels.