

RICARDO BAPTISTA FERNANDES

310.663.4051 | ricardo@baptistafernandes.com

EXPERIENCE

Redcube Design (UK / USA) – Digital Marketing & Print Design

Founder / Art Director (Digital and Print)

10.2004 – Present

Established and built a graphic design agency to provide web development and user interaction design, corporate identity, print design, packaging and multimedia design for both clients in Europe and the US. Job responsibilities included: assessing the client needs and creating innovative, effective solutions for their identity, brand communications and advertising.

Overseeing client's online marketing and search engine optimization, developing email-marketing campaigns for clients such as GSN (Game Show Network), Kathryn Ireland Interiors, Glam.com, Haggar Clothing Co., Murad Cosmetics, amongst others.

Administer all sales, customer service, marketing, and account management functions.

KEY PROJECTS:

- Murad Cosmetics
 - HTML5/CSS3 coding for new website.
 - Interactive ad banners and graphics support for e-commerce site.
 - Email newsletter campaign design and development.

- Kathryn Ireland Textiles & Design
 - Complete website redesign, using Wordpress, HTML/CSS
 - Creating a brand style guide for all creative to be used across the different mediums for web and print.
 - Logo redesign for main brand and furniture brand.
 - Email newsletter campaigns design, coding and management.
 - Interactive ad banners and graphics support for website and all digital communications.

- GSN (Game Show Network, a division of Sony)
 - "Dancing With The Stars" interactive banner ad campaign.
 - Design and development of show micro site (landing page for ads).
 - Creating GSN website home page takeovers and banner ads.
 - Ad layouts for "The Chase" show.

- Jackson Family Wines (Kendall Jackson)
 - E-commerce website design for Arrowood Winery
 - Print ad campaign for Kendall Jackson Wine.

- Glam.com
 - Consulted for 6 months for Glam.com, a very successful fashion and style website, based in San Francisco.
 - Newsletter campaign design / management.
 - Created banner ads and designed a viral marketing campaign for the site's launch.

- Haggar Clothing Co.
 - Web development and maintenance (Flash, HTML, CSS) for Haggar Clothing Co., a large, \$500 million apparel company (haggar.com).
 - Oversaw 2 full website implementations.

- Mellow - Shopmellow.com
 - E-commerce website design and development for fashion accessories brand.
 - Email newsletter campaign (design and development).
 - Logo design and banner ads.

PricewaterhouseCoopers (UK / Portugal) – Management Consultancy

Management Consultant – Business Analyst

09.97 - 01.02

Worked as a Management Consultant on numerous IT projects (Information Technology / Systems Integration) for the Financial Services Division. Worked with senior management, directed and managed teams.

KEY PROJECTS:

- PricewaterhouseCoopers UK - Web Communications Developer
Managed the launch of an internal PwC software campaign. Designed corporate advertisements, posters and created a multimedia CD.

- Lloyds TSB - Evolvebank.com – Test Analyst/Front End Design Coordinator
Member of the Front End Test / Design Team for a start-up European internet bank. Led a team of three, to produce test scripts, test data and expected results. Liaised with Design agency to work to client's specifications.

- Zurich Financial Services – Business / Data Analyst
Worked as part of the systems implementation team producing:
Data / Interface analysis, Functional Specifications and interface development using data transformation and cleansing tool: Mercator, TSI Software and SQL.

EDUCATION & TRAINING

University of Westminster (2002-2004)

Masters of Business Administration (MBA)

University of North London (1994-1997)

Information Systems and Information Technology (Bachelor of Science)

Awarded Honors

University of The Arts, London (London College of Printing) (1992 -1994)

Marketing & Advertising (Higher National Diploma)

ADDITIONAL COURSEWORK: ART & DESIGN

Chelsea College of Art & Design (University of The Arts, London)

Fine Art Portfolio Preparation

London College of Printing (University of The Arts, London)

Certificate in Typography Design

Certificate in Screen Printing

A.R.C.O School of Art, Lisbon, Portugal

Drawing & Painting

GRAPHIC & INTERACTIVE MEDIA SKILLS

Adobe Photoshop CS

Adobe Illustrator CS

Adobe InDesign CS

Adobe Flash CS

Adobe Dreamweaver CS

Adobe Premiere CS (basic)

Adobe After Effects CS (basic)

Final Cut Pro 7 (basic)

CSS3 / HTML5

ASP / PHP / MySQL

JQuery / Javascript

LANGUAGE SKILLS

English, Portuguese, Spanish (Fluent)

French (Conversational)

Portfolio & references available on request

Full list of technical skills available on request