



# JULIA FERNANDEZ

THE DESIGN  
ALLY

## CONTACT

JULIAFERNANDEZ.DESIGN  
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## SKILLS

VISUAL DESIGN  
DRAWING & PAINTING  
PHOTOGRAPHY  
PRODUCT STRATEGY  
UX RESEARCH  
UX DESIGN  
UX WRITING  
PUBLIC SPEAKING

## TOOLS

FIGMA  
AFTER EFFECTS  
ILLUSTRATOR  
INDESIGN  
PHOTOSHOP  
LIGHTROOM  
MS OFFICE SUITE  
VULNERABILITY

## RECOGNITION

**Best portfolio, Winter Show 2021**  
*Awarded runner up by Graphic Design  
Leadership at AAU*

**Service Award, Winter Show 2021**  
*Awarded by Graphic Design Leadership  
at AAU for outstanding contributions  
as a student*

**GD USA Student to Watch, 2021**  
*Awarded by GD USA as a "top student  
ready to burst on the design scene."  
Featured in GD USA magazine*

**ADPLIST Award, 2021**  
*Awarded "Most Motivational Story"*

**Presidential Scholarship, 2017-2021**  
*Awarded by the Your Filipino  
Professionals Association (YFPA)  
for academic and artistic excellence,  
full BFA educational scholarship*

**Award for Design Leadership, 2019**  
*Awarded by Academy of Art University  
Graphic Design Department*

## OBJECTIVE

*I'm an ally to my users; I create products that are engaging,  
educational, and empowering.*

## EDUCATION

**Academy of Art University**  
*San Francisco CA, 2017-2021  
BFA, School of Graphic Design*

## EXPERIENCE

**Social Media and Communications Chair**  
*AIGA SF, August 2021-Present*

*My job is to keep abreast of social media trends; respond  
to changes relevant to AIGA SF's promotional strategies.*

### **Product Design Intern, Oculus VR**

*Meta, Summer 2021*

*As part of the Journey team, I strategized and designed an  
educational hub, "Oculus Answers" that will provide high user  
impact through the curation of educational content.*

### **Growth Design Intern**

*Wish, Winter 2021*

*At Wish, I helped build brand awareness and education  
through the vehicles of product and brand & marketing design.  
Lead and shipped an end-to-end redesign of wishlocal.com*

## REFERENCES

*Provided upon request.*