

Fernando Báez

Just Creative Ideas

Madrid, Spain

+34 650392519

fernando@justcreativeideas.com

<http://www.justcreativeideas.com>

I'm Fernando Báez, a Digital Art Director & freelance Graphic & Web designer from Valladolid (Spain) currently based in Madrid. I love everything that has to do with Web design & development, Graphic design, Packaging, Industrial design and I feel a true devotion for typography.

I love minimal design, simple and clean, and how you can catch attention just using white spaces, color and contrast, so most of my work goes in this way. I consider myself as a hardworking and reliable person, who works with passion and who just love making pretty things.

I studied 4 years of computer programming and after needing something more creative to deal with, I studied Advanced Graphic Design and Advanced Web Design in Aula Creativa, a design school located in Madrid downtown.

It's been 5 years since I started my freelance business, and currently, I work as Digital Art Director for an agency called Distrito 01. I have worked and made proposals for clients such as Santillana, PlayStation, Disney Pixar, Philips, Reebok, Bankia, Novagalicia, Vision&co, Yelmo Cines, IPECC or Chamberlain. Right now I'm also working on a personal project, a design & art magazine called 'Alterego', which will see the light very soon. I spend my freetime making freelance work and sport, going around with my moleskine in the pocket or just playing with Photoshop, Illustrator or my new toy, Cinema 4D, to learn new stuff.

I love working with people, specially if they have the same passion I have for what they do.

Why don't we work together?

WORK EXPERIENCE

Madrid, Spain

Nov 2014 – Present

Redbilly

Senior Visual Designer

Senior Visual Designer at Redbilly, a digital agency located in Madrid downtown.

Spain

Mar 2012 – Aug 2014

Distrito 01

Digital Art Director

Digital Art Director at Distrito 01, working on Responsive Web Design, Graphic Design and UI/UX

Spain

Sep 2012

AlterEgo

Co-founder

Co-founder of the future Alterego Magazine.

Spain

Sep 2009

Freelance

Graphic & Web Designer

Specialities: Logo Design, Branding & Minimal Web Design.

Madrid, Spain

Sep 2009 – Sep 2011

Eco Ice

Graphic & Web Designer

In charge of all the Graphic & Web Design stuff, such as logo & brand design, adverts, leaflets and website development.

EDUCATION

Spain

Sep 2010 – Sep 2013

Universidad Antonio De Nebrija

Industrial Design

Spain

Apr 2010 – Jul 2010

Aula Creativa

Advanced Graphic Design

Madrid, Spain

Apr 2010 – Jul 2010

Aula Creativa

Advanced Web Design.

Spain

Sep 2006 – Feb 2010

Universidad Antonio De Nebrija

Computer programmer

4 years of computer programming. Not finished.

LANGUAGES

English (Advanced), **Spanish** (Native)

SKILLS

3ds Max, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Autocad, Avid Media Composer, Catia, Cinema 4D, Good Sense For Typography, Google Analythics, Html & Css, SEO, Smart-thinking Layouts, User Interface Design, WordPress

AWARDS

2011

Antonio De Nebrija University

Remus - Logo Design

2012

Vino De Toro

Wlne Label Design - Finalist