

Fernando Garcia

Sr. Producer of Promotions/Camera Director/Motion Graphic Designer at UNIVISION 41

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*References Upon Request

 **Award winner television director, promotions producer, motion graphic designer, editor, videographer, photographer, lighting, print/web designer in advertising design, marketing communication and social media**

- Over 15 years of experience in television broadcasting, webcasting productions, promotions and advertising design
- Proven success in multimedia design, directed television productions such as live newscast coverages, talk shows, live parades, musical performances, producing television special programs, live event's cut-ins and commercials

WORK EXPERIENCE

Univision 41 - WXTV, Teaneck, NJ 2012 - Present [Sr. Producer Of Promotions/Motion Graphic Designer/Director](#)

- Direct, produce, design and script proof on-air promos and overall brand identity for advertising campaigns, events' coverages and Univision's client commercials such as: McDonald's, Audi, Ford, Dodge, Amtrak, and other private local entities such as lawyers, medical and non-profits organizations
- Work close with the director of promotions, news director, and in-house partners such as the marketing, digital media, traffic and sales team to create promotions that tie-in with marketing campaigns and trends in on-air creative
- On call director for the 5AM, 6PM, and 11PM weekday and weekend's live newscast. Work on post production video editing and motion graphics design

Comodo Group Inc., Jersey City, NJ 2009 - 2012 [Video Production Manager](#)

- Worked closely with CEO, marketing directors, managers and creative development team for Comodo.com, Comodo.tv, product landing pages and Comodo's YouTube channel
- Created video content for company's main website, social media channels and other multimedia venues
- Oversee the media team and directed all aspects of video production, including talent, storyboard, location scouting, crew, lighting, post-production editing and visual effects
- Helped conceptualize, script, developed and produced videos from start to finish and final web post
- Designed and prepared all interactive materials for tradeshow for showcasing such as the video presentation and promotional banners
- Set up and maintained post production equipment

Telemundo - NBC, WNJU 47, Fort Lee, NJ 2002 - 2007 [Director, AD, Floor Manager And Sports Producer/Writer](#)

- Directed 6PM and 11PM weekday and weekend's newscast, year-round parades, and live stage musicals
- Oversee all aspect of production whether technical in nature, such as lighting, camera positions and special effects
- Conducted production values to ensure a first-rate quality such as studios floor managing, on location shootings, timings during and after live broadcast
- Extensive experience working in fast-paced and time sensitive environment
- Produced and written sports' news segment

Univision 41 - WXTV, Teaneck, NJ 1998 - 2002 [Camera Director, Motion Graphic Designer, VizRT Graphics Editor/Trio Operator](#)

- Directed 6PM and 11PM weekday and weekend's newscast, year-round parades, and live stage musicals
- Designed newscast's on air animations, over the shoulders, full screen, virtual sets for chroma key's background and logo design for showcased segments



EDUCATION

- ### **F.I.T. State University, New York, NY**
- Bachelor Degree in Advertising Design and Communication, 2009
 - Associate Degree in Advertising Design and Communication, 2006
- ### **Art & Design H.S.**
- Major: Advertising Design, 1992 - 1996



CREATIVE SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Dreamweaver
Adobe Premiere
Final Cut Pro
Lightroom
Wordpress Web Design Platform



A/V TECHNICAL KNOWLEDGE

Canon/Nikon DSLR & MFT System
Audio Pro/XLR/Mixer
On/Off Camera Flash &
Continuous Lighting
VizRT Graphics Editor/Trio
Avid INews and ENPS



LANGUAGES

English
Spanish



AWARDS

Emmy® Awards 2015

- Best Promotion: Best Promo Image
- Al Despertar News Image Campaign
[Producer/Director/Motion Graphic Designer](#)
- Best Promotion: Best Program Promo Image
- ChocQuibTown Station Jingle
[Motion Graphic Designer](#)

New York State Broadcasters Association, Inc, 2014

- Outstanding Commercial Campaign 2014 - WXTV-TV, NY
- Mi Momento Ford - Ad Campaign
[Producer/Director/Motion Graphic Designer](#)

Edward Murrow Award, 2000

- Best News Coverage "La Tormenta del Milenio"
[Newscast Director](#)