

Fernando Garcia

Creative Director/Camera Director/Motion Graphic Designer/Web Developer

Website_Portfolio:
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*References Upon Request

 Emmy Award-winning television Camera Director, Sr. Promotions Producer, Motion Graphic Designer, Editor, Videographer, Photographer, lighting, print/web designer in advertising design, marketing communication, and social media creative content.

- Over 17 years of experience in television broadcasting, webcasting productions, promotions, and advertising design
- Proven success in multimedia design, directed television productions such as live newscast coverage, 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 - 2018
Sr. Producer Of Promotions/Motion Graphic Designer/Director

- Direct, produce, design, animate, written, 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 closely with the director of promotions, news director, and in-house partners such as the marketing, digital media, radio, traffic and sales team to create promotions that tie-in with marketing campaigns and trends in with on-air creative executions
- Supervise the Promotions Team: Editor/Producers, Cameraman and Talent
- On call director for the 5AM, 6PM, 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, 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, 11PM weekday, 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, 11PM weekday, and weekend's newscast.
- Designed newscast's on air animations, over the shoulders, full screen, virtual sets for chroma keys 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

High School of Art & Design, New York, NY

- 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

Fujifilm/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

NY Emmy® Awards

Best Promotion: News Promo - Single Spot/Campaign 2017

- Edición Digital Nueva York - Univision 41
[Sr. Producer/Director/Motion Graphic Designer](#)

Best Promotion: Best Promo Image 2015

- Al Despertar News Image Campaign - Noticias Univision 41
[Sr. Producer/Director/Motion Graphic Designer](#)

New York State Broadcasters Association, Inc, 2014

- Outstanding Commercial Campaign - Univision 41
- Mi Momento Ford - Ad Campaign
[Sr. Producer/Director/Motion Graphic Designer](#)

Edward Murrow Award, 2000

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