



03.2017

**Dave Fernandes**  
Senior Visual/UI Designer

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I'm a Senior Visual Designer specialising in the design thinking, creation and consulting of digital projects. With a background in traditional visual design, branding and multimedia production since 2000, I am now specialising within the UI and UX fields of digital design.

I'm best suited alongside a UX designer during the user experience phase, into wireframe design and prototyping, to UI and visual design and then through to working in-browser providing front-end development support and design Q.A.

Currently at FJORD in Sydney my recent projects have been producing the UI for Foxtel's new mobile app and produced the UI for Momentum Energy's customer portal and online sign up. Aside from UI design a recent research piece of mine named The Sound of the Web is an exploration into generating contextual sound from website data, presented at Spikes Conference, Singapore.

Previous work as a designer have included working at Reactive, The Nest, ABC and Frost Collective in the field of arts, radio and broadcast, music media, government, community, editorial and various agency clients.

My first endeavours as a solo designer in the mid 2000's involved running my own design business Switch Creative, which was in partnership with Sense Assault collective, where we produced live art exhibitions, housed an online radio station and street press publication providing design services and advertising for record labels.

<b>Skills</b>	UI Design Interaction Design Data Visualisation Visual Design & Print	Identity/Brand Design Storyboarding Digital Publishing HTML & CSS	WordPress Sound Design Event Production DJ
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### Experience

<b>Fjord, Sydney</b> Senior Visual Designer	2016 - Present fjordnet.com	Clients: Foxtel, Momentum Energy, Sound of the Web.
<b>Reactive, Sydney</b> Senior Visual Designer	2015 - 2016 reactive.com	Clients: Tabcorp, ANZ Bank and the ATO (Australian Taxation Office).
<b>The Nest</b> Design Lead	2013 - 2015 wearethenest.com.au	Clients: Sydney Festival, Sydney Dance Company, Sydney Gay & Lesbian Mardi Gras, Biennale of Sydney, MONA and Australian Council of the Arts.
<b>Australian Broadcasting Corporation (ABC)</b> Digital Designer	2012 - 2013 abc.net.au	Projects: 50 Years of Four Corners, Radio National & Sydney Opera House (tender).
<b>Frost Design</b> Digital Designer	2010 - 2012 frostcollective.com.au	Clients: State Library NSW, Acon, MySpace, TourismNT & Manfredi.
<b>Switch Creative</b> Digital Designer	2007 - 2010	Designer and Director of Switch Creative and member of Sense Assault collective. Clients & Projects: Gas Project, Pulse Radio, Sony/BMG and SonyEricsson.

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## Clients

### Arts

Sydney Festival  
Sydney Dance Company  
19th Biennale of Sydney  
Underbelly Arts Festival  
ISEA 2013  
Sydney Writers Festival  
Playwriting Australia  
Australia Council for the Arts  
Summer of the 17th Doll  
10 Days on the Island  
The National Play Festival  
Locksmith Project Space  
Museums & Galleries NSW  
Artery

### Radio, Broadcast & Film

2SER Radio  
FBi Radio  
FBi Click  
Loaded Gun Productions  
Dungog Film Festival  
Tropfest  
Sixty40

### Government

Four Corners (ABC)  
Radio National (ABC)  
Ramp Up Disability Portal (ABC)  
Walking The Rocks  
Chinese Gardens  
Sydney TAFE  
Sounds Australia (APRA)  
Australian Taxation Office (ATO)  
Momentum Energy (VIC)

### Community & Charity

Sydney Gay & Lesbian Mardi Gras  
The Australian Red Cross  
OzHarvest  
Q Life  
Acon  
Hiscoes

### Editorial

Currency Press  
Anne Landa Awards/AGNSW  
Cuttings Journal

### Music Media

Cyclic Defrost\*  
Musica Viva  
Reveal Music & Sound  
Sony/BMG  
Ribongia/October Records  
Pulse Radio

### Agency

Foxtel  
ANZ  
Commonwealth Bank  
Tabcorp  
MySpace  
Canadian Tourism  
Tourism NT  
NineMSN  
SonyEricsson  
LG  
Qantas  
Hard Rock Cafe  
AMP Capital

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## Accolades & Mentions

**2016** Co-Presenter of Sound of the Web  
Spikes Conference, Singapore

**2015** Co-Lecturer & Judge  
Tractor Design School  
'App Interface Design'

AGDA Visual Response animation

**2014** AIMIA Award Winner  
Best of Tablet App Award  
(Learning & Education)  
Summer Of The Seventeenth Doll

**2013** Two Thousand Sydney  
Cuttings Review

**2012** AGDA NEW (NSW)  
Featured Designers

ABC Digital Excellence Awards  
Best mini-site award  
'Leaving Guantanamo Bay'

**2011** Graphis 100  
Best in Annual Reports  
Gold Award - Interactive Annual Report  
Qantas (Frost\* Design)

**2010** Cyclic Defrost\* 25th Issue  
Guest cover Designer & Interview

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