



Kiana Fernandez

Art Director & Content Creator

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Experience

Wieden+Kennedy NY - New York City, New York | March 2021 to Present
Art Director & Content Creator

- Art directs for clients such as Nike, Heinz, Google, Delta Airlines, Real Kraft Mayo, Hennessy, and Grey Poupon.
- Won Google business in response to their 25th-anniversary social campaign brief.
- Collaborated on Nike's new video series, Nike Future Movement.
- Traveled across the US to record an on-the-road podcast for Heinz's Black Kitchen Series: Innovators Season 2.
- Contributes to weekly content creation writers' rooms and daily statuses for social media platforms across clients.

R/GA - New York City, New York | August 2020 to March 2021

Junior Art Director

- Art directed for clients such as Ally, Instagram, and Facebook.
- BRG Council Member & Visual Lead for A+, the Asian D&I initiative.

Anomaly NY - New York City, New York | June 2020 to August 2020

Art Director Fellow

- Selected by Anomaly NY as an Art Director Fellow through MAIP.
- Actively participated in weekly virtual experiences at New York office.

Projector - San Francisco, California | August 2020

Freelance Art Director

- Project-based work for Projector, a template creator platform.
- Created a series on how to use the platform through making your own digital zine and moodboard.

MAIP - New York City, New York | June 2020 to August 2020

Multicultural Advertising Internship Fellow

- Fellowship selected for BBH LA in '19 and Anomaly NY (Virtual) in '20.
- Engaged in seminars, workshops, and integrated campaign work.

BBH LA - Los Angeles, California | June 2019 to August 2019

Art Director Intern

- Participated in pitches and executed art direction for clients such as Google, Quibi, T-Mobile, and Stitch Fix. Key member in winning Google Social Campaign Pitch.
- Created a zine on the snacks of my Asian culture as internship project.

The Color Complex - Austin, Texas | January 2020 to May 2020

Artist Curator & Production Director

- Executed "The Museum of Color," an interactive art exhibit raising awareness of colorism through otherwise mundane objects.
- Curated pieces, cultivated museum layout and led in exhibit creation.

Bumble - Austin, Texas | October 2019 to January 2020

Freelance Designer

- Concepted and created social assets for Instagram stories and in-feed social posts.
- Worked alongside creative team to ensure mission-first content that responded to cultural moments.

KVRX 91.7 FM - Austin, Texas | January 2018 to May 2020

Graphics Director, Zine Lead, Radio DJ, Photographer

- Led visual direction in creating graphics for concerts and created quarterly zine.
- Cultivated playlists to play on radio weekly, photographed events, and operated the radio station live on air.

Skills

Adobe Creative Suite (Most proficient in Photoshop, Illustrator, Premiere After Effects, InDesign), Art Direction, Content Creation, Concepting, Branding, Social Media, Community Engagement, Photography, Video, Figma, Deck/Presentations, Zine Making, Live Event Work

Education

The University of Texas at Austin - Graduated May 2020

B.S. Advertising, Stan Richards School of Advertising
Texas Creative Sequence, Portfolio I-IV

Mono No Aware - October 2022 to October 2023

Intro to 16MM Film, October 2022

Stop Motion Puppetry on 35mm Film, October 2023

Interests

Zines

- Both on my own, through collaborations, and commissioned work, zine making is prominent in my creative endeavors.

Filmmaking

- Created films through Mono No Aware with screenings at Anthology Film Archives and the MOMA.

Content Creation

- Created fashion, lifestyle, and DIY channel KianaHearts with over 60,000+ subscribers and 4.5 million views.
- Weekly videos led to multiple collaborations including Steve Madden and RookieMag.

Virtual Engagement

- Led three day digital portfolio review for Texas Creative with 5,500 views and 40+ hours streamed live.
- Managed team while creating branding and website.

Awards, Press, & Achievements

- ▶ Film screened at the MOMA 2023
- ★ 2023 Adweek Awards Winner for Heinz: Black Kitchen Series Awards - Best Branded Podcast
- ★ 2023 Signal Awards Winner for Heinz: Black Kitchen Series Awards - Finalist, Audience Honor
- ★ 2023 Women's Podcasting Awards for Heinz: Black Kitchen Series
- ♥ Exhibited at Sounds About Riso 2022
- ▶ Film screened at Anthology Film Archives 2022
- ★ 2022 Webby Winner in Diversity & Inclusion for Nike FM
- 🔗 Featured in Adweek Champions Issue June 2020
- ★ Won Goodby Silverstein & Partner's Brief for Respond2Racism for MAIP's Virtual Engagement Program 2020
- ★ 2020 Recipient of Working Not Working's & The Ethel's Club Dream Investment Fund in Partnership with Jeze Chung
- ★ 2020 Gold Austin Addys
- ★ Featured on Ads of the World 2020
- ♥ Led Art Curation & Production Design for \$25k Grant Museum of Color through The Color Complex
- 🔗 Featured in AfterGlow ATX for Visual Poems
- ★ 2019 Silver AAF District Addys
- ★ 2019 Gold AAF Addys
- ★ 2019 Silver AAF District Addys
- ★ 2019 Gold AAF Addys
- ★ 2019 Bronze AAF District Addys
- ★ 2019 Silver AAF Addys
- 🔗 Featured in Steve Madden Mag & RookieMag for DIY Content