

Kiana Fernandez is an artist, art director, multimedia designer, and filmmaker based in New York City.

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Work Experience

Wieden+Kennedy NY - Art Director | March 2021 to Present

- Art directs for clients such as Nike, Heinz, Google, Delta Airlines, Ally, Hennessy, Verizon 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.
- Contributes to weekly writers' rooms and daily statuses for social media platforms across clients.

grouphug magazine - Art Editor & Designer | January 2025 to present

- Co-created and runs "grouphug", a triannual NYC magazine featuring artists, organizations, and our neighbors living on a page together.
- Leads art curation of the magazine and designs spreads.
- Co-leads the launch as well as skill-share based workshop events that compliment the features of the magazine.

R/GA - Junior Art Director | August 2020 to March 2021

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

Anomaly NY - Art Director Fellow | June 2020 to August 2020

- Selected by Anomaly NY as an Art Director Fellow through the Multicultural Advertising Internship Program.
- Actively participated in weekly virtual art direction exercises.

Projector - Freelance Art Director | August 2020

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

BBH LA - Art Director Intern | June 2019 to August 2019

- Participated in pitches and executed art direction for clients such as Google, T-Mobile, and Stitch Fix.
- Key member in winning Google Social Campaign Pitch.

Services

Art Direction, Branding / Visual Identity, Creative Direction, Commissioned Artwork, Concept Development, Graphic Design, Community Events, Filmmaking / Video / Music Videos, Video Editing, Illustration, Layout, Design, Photo Editing, Photography, Poster Work, Presentation Design, Stop Motion Animation, Zine Making

Education & Residencies

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

Union Docs - January 2024 to June 2025

- Documentary Fiction/Non-Fiction Class (January 2024)
- Between The Cut & The Edit Class (May 2025)
- CoLAB Documentary Art Residency (October 2024-June 2025)

Exhibitions, Screenings, Press, & Achievements

- ▶ 2025 Screening @ Labocine: Science New Wave Festival
- ♥ 2025 Exhibited @ The Museum of Moving Image & Nguyen Wahed
- 🔗 2025 Featured in Rolling Stone Philippines
- ▶ 2025 Screening @ Union Docs
- ♥ 2025 Exhibited @ Rockaway Film Festival at Sandy Soils & Soundwaves: A Far Rockaway Soils Festival
- ♥ 2025 Exhibited @ Urban Soils: Soil Symposium
- ♥ 2025 Exhibited @ Fugue Gallery
- ♥ 2025 Exhibited @ Read.Copy x All St Gallery
- ♥ 2025 Exhibited @ Bad Student Zine Fair
- ♥ 2025 & 2024 Exhibited @ 8 Ball Community Zine Fair
- ▶ 2025 & 2024 Screening @ Dizzy Magazine
- ▶ 2025 & 2022 Screening @ Anthology Film Archives
- ★ 2024 James Beard Award for Commercial Media (WKNY)
- ★ 2024 Webby Award Winner for Best Branded Podcast or Segment (WKNY)
- ★ 2024 Shorty Awards Gold Honor in Campaign by Diverse-Owned Businesses, Culture Podcast (WKNY)
- ★ 2024 One Show Radio & Audio Merit Award (WKNY)
- ▶ 2023 Screening @ the MOMA
- ★ 2023 Adweek Winner for Best Branded Podcast (WKNY)
- ★ 2023 Signal Awards Finalist for Audience Honor (WKNY)
- ★ 2023 Women's Podcasting Awards for Moment of Entrepreneurial Inspiration (WKNY)
- ♥ 2022 Exhibited @ Sounds About Riso x Lucky Riso
- 🔗 2020 Featured in Adweek Champions Issue
- ♥ 2019 Exhibited @ Museum of Color through \$25k Grant