

JC Fernando

Industrial, Systems, & Play Designer



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Summary

I'm a product and systems designer with a background in data and a passion for play. Currently pursuing my Master of Industrial Design at Pratt Institute, I bring a modular, data-informed approach to my work. I believe play unlocks creativity and shifts perspective.

So let's play.

Skills

Rhino 8
KeyShot
Autodesk Fusion 360 CAD
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Microsoft Office
Data Analysis
Zapier Integrations

Interests

Sports (Basketball)
Film Photography
Poster & Graphic Design
Ikebana Floral Arrangements

Professional History

2024 Sept - Current | Graduate Researcher & Designer

Co-Designing the Classroom, Pratt Institute

- Logo and collateral design
- Furniture prototyping, sketching, rendering, and fabrication
- Co-Design sessions co-facilitator with children aged 10-12
- NYCxDesign 2025 Exhibitor

2023 Jan - Current | Freelance Floral Designer

- Ikebana Practitioner 2+ Years
- Restaurant and Event Displays
- Designer List: Ikebana suiryu, erindesign eriko

2024 Sept - Dec | Graduate Researcher & Designer

Climate Stories, Pratt Institute

- Toy design consultation
- Rapid prototyping, sketching, rendering, and fabrication
- Project winner of The Award for Community Engagement

2024 Sept - Dec | Teaching Assistant

Pratt Institute, 3D form and Space

- Guide students and assist 3D Ideation and Assignments

2023 Sept - 2024 May | Graduate Assistant

Material Lab, Pratt Institute

- Material expertise across various material categories
- Guide students and assist with material loaning

2023 Jan- Aug | Graphic Design Intern

Montclair Hospitality Group

- Assist in creating designs for collateral and signage
- Assist in creating digital assets
- Create merch design through Photoshop & Illustrator

2023 | Freelance

Graphic Designer

- Create merch design through Photoshop & Illustrator
- Create mock-ups using CLO3D - 3D Fashion Design software
- Understanding of tech-packs and flat renders

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Academics

2023 - 2026 | Pratt Institute

Master of Industrial Design

- RRK Award Finalist
- Student Choice Award Fall 2024
- 3.925 GPA

2012 - 2018 | Simon Fraser University

Bachelor of Business

Administration (Honors)

- Double Concentration in Information Systems & Operations

Certificates

2022

Parsons x Complex Streetwear Essentials

2020

Google Analytics Certificate

2018

Business Analysis and Decision Making Certificate

Professional History

2019 - 2022 | Systems Consultant

City Wear Optical

- Consult and Implement POS and Inventory Systems
- Inventory and POS system overhaul from Excel to Lightspeed
- Shopify e-Commerce Set-up

2019 - 2020 | Marketing Lead

Sphere (Start-up)

- Conduct MailChimp email campaigns
- Google Analytics for campaigns and website performance
- Google A/B testing for mailing and website traffic
- Google Ads to maximize conversion rates and minimize CPC
- Social media strategy and ad management

Database Manager

- Design an improved Knack software database system
- Design a time-sensitive trade-in portal within existing system
- Back-end/front-end business system layout improvements
- Database management
- Zapier integrations

2017 - 2018 | Operations Specialist

Sphere (Start-up)

2017 | Teaching Assistant

Simon Fraser University

2017 | Assistant Market Manager

UNFI Canada Inc - Grocery West

2015 - 2016 | Backstock Manager

American Apparel

Volunteer Work

Pratt Institute

IDSA NY Graduate Representative

Metropolitan Lions Club

- Aid charity events
- Collect donations

Richmond Breast Cancer Foundation

- Aid charity events
- Collect donations