

# Fernando DaRosa



## Contact

San Diego, CA

619.787.2872

fernando@fernandodarosa.com



## Skills

**Design:** Adobe InDesign, Illustrator, Photoshop, Acrobat; branding, layout, packaging, catalogs, trade-show materials.

**Video & Audio:** Premiere Pro, After Effects, Audition; videography, drone operation, video editing.

**Photography:** Product, event, and lifestyle photography; photo shoot direction.

**Web & Marketing:** HubSpot (email campaigns, landing pages), Cloudflare, WordPress, Elementor, domain and email administration.



## Education

Platt College - Los Angeles, CA

## Languages

English, Portuguese (fluent);  
Spanish (conversational)

# Multimedia Designer

## Web | Video | Photography | Print

Multimedia designer with expertise in print, web, video, and photography for B2B, retail, and hospitality brands. Spent nearly 9 years creating print and digital marketing for WAXIE Sanitary Supply through multiple acquisitions, combining creative work with hands-on HubSpot campaigns, landing pages, and multi-site web management.

## Experience

### Multimedia Designer - WAXIE Sanitary Supply

(Envoy Solutions / BradyPLUS / Imperial Brady)

San Diego, CA | May 2018 - Oct 2026

- Created print and digital marketing materials for a western U.S. distributor of janitorial, foodservice, packaging, and floor care supplies across four ownership changes and the 2026 Imperial Brady merger.
- Built and managed HubSpot email campaigns and landing pages, including multi-email invitation and reminder sequences for regional and national trade shows.
- Managed websites and domains across multiple brands, handling updates, maintenance, and launches.
- Produced photography, video, and print materials for products, events, and sales team training.

### Senior Graphic Designer - Viejas Casino & Resort

Alpine, CA | Apr 2013 - May 2018

- Set the creative direction for marketing campaigns across direct mail, magazine, outdoor, social media, and event signage, partnering with departments resort-wide.
- Led all major external-facing projects, establishing the property's visual messaging.
- Photographed, filmed (including drone footage), and edited coverage of concerts, guest events, and team member events; produced teaser videos, menus, and monthly newsletters..

### Senior Graphic Designer - Petco Animal Supplies

San Diego, CA | Mar 2007 - Apr 2013

- Conceptualized and produced packaging for all private-brand tiers, and created branding standards for domestic vendors.
- Partnered with outside agencies on new packaging approaches, then managed the in-house design team and project schedules from concept to shipping.
- Directed and shot product photography, including shoots with live animals.

**Additional work history available upon request.**