



# Alfredo Navas Fernandini

## Multimedia Designer

1271-1007 Centro Colon San José, Costa Rica

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### Profile

Digital media artist and designer with over ten years of experience providing concepts, design, art and Illustrations development in computer-based Entertainment and Education.

### Basic

Date of birth: June 6 1973

Status: Married

Nationality: Italian, born in Peru Raised in Costa Rica.

Residence: Costa Rica

Speaking Languages: Spanish, English

### Experience

#### TheRx.com

##### Multimedia Designer (2006-Current)

Design and maintenance of TheRx website, animated banner advertisements; and HTML email campaigns.

#### Legendz Sports International

##### Freelance Multimedia Designer (2002-2006)

Design and maintenance of Legendz Sports website, animated banner advertisements; and HTML email campaigns.

#### BetonSports.com

##### Multimedia Designer (2000-2001, 2006-2006)

Provided concepts, multimedia content and design to this broadband sports-entertainment company: daily multimedia web production, print ads, brochures and other media. Co-produced website averaging 50,000 daily visitors over nine months.

#### Millennium Sports - Football News

##### Multimedia Designer (2001-2005)

Multimedia production and staffing collective with artwork, website design and corporate identity. Worked as Art Director to lead the design, artwork. Developed corporate identity and communications for the Football News Magazine including the design of footballnews.com, HTML-email campaigns and printed marketing materials.

#### Selected Additional Clients (1993-present):

- KIO Publicidad - Graphic Designer
- Soluna - T-Shirt Hand Paintings
- Bestline Sports - Multimedia Designer



## Skills

- Deep understanding of the design process from initial concept to end product
- Understanding of server-side technologies
- In-depth knowledge of design for onscreen use and design for the internet
- Excellent understanding of Interface design and navigational devices
- In-depth knowledge of usability issues surrounding screen design
- Highly developed colour skills and design knowledge
- Experienced in communicating with clients and fellow employees.
- In-depth knowledge of pre-press processes

## Software

- Adobe: Photoshop CS3 (expert), Illustrator CS3 (expert), InDesign CS3 (expert). Flash CS3, Dreamweaver CS3 (expert), Fireworks CS3 (expert).
- Microsoft: Word, Excel, PowerPoint
- Miscellaneous: PDF, FTP, Quark Xpress 3.11 - 6.
- Languages: XHTML (expert), CSS (expert) , PHP (beginner) , ActionScript (beginner), JavaScript (beginner).

## Education

Bachelor in Advertising (incomplete)  
Universidad Latina de Costa Rica

High School  
Jose joaquin Vargas Calvo (Costa Rica)

Primary School  
Colegio Inmaculada Concepcion (Peru)

## Interests

Skateboarding, Travel, WildLife Photography, Learning Programming.

## References:

Gladly provided upon request.

For a sample of my work please visit: [www.alfredonavas.com](http://www.alfredonavas.com)