

Fernando Andrino Weno

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Objective

Interactive Art Director Intern

Relevant Skills

Good at visual thinking (illustration and sketches)

Adaptability at work groups

Flexibility to new problem-solving

Education

Hyper Island

Interactive Art Director 2012 program, Jul 2011 to Jun 2012

Developed idealization, planning, prototyping and production for several cases, while I experienced the “learning by doing” method for leadership and team management.

Senac São Paulo

Postgraduate in **Interactive Media**, Feb 2005 to Jun 2006

Research based on digital art, HCI, games, storytelling. Final thesis focused on relationships between collaborative systems and tag systems for online tools.

Anhembi Morumbi University – São Paulo

Bachelor of Communication – Editorial Production, Jan 1998 to Dec 2001

Studied editorial process applied to printed and digital media.

Technical in **Industrial Graphic Design** – Senai Theobaldo de Nigris, Feb 1996 to Dec 1996

Technical high school in **Data Processing** – ETE São Paulo, Feb 1993 to Dec 1995

Experience

Professional illustrator/Owner

Weno Ilustração & Design (Weno illustration & Design – since Jun 2009)

Illustration and art direction for advertising agencies. Design products for children (board games, patterns for clothes, educational animation). E-learning courses for companies.

Production Coordinator and Designer

Senac São Paulo – Feb 2002 to Jun 2009

Managed the production team attending corporate clients and in-house projects.

Produced e-learning courses through several phases: user research for pedagogical approaches, character design, game structures, animation and quality assurance.

Online and Offline Designer

Lemos Editorial e Gráficos – Jan 1998 to Dec 2001

Designed and planned the migration of offline content to a website for the medical community.

Other Experience / Interests

- Clown/volunteer work: since 2003 I've been studying clown's language focused on improvisation, what took me to volunteer work with children at hospitals.
- Passionate about online communities, experimental projects, blogs, animation and design concept.
- Compulsive sketcher.
- Cow Parade: project selected at Cow Parade São Paulo, Nov 2004.
- I developed illustration and design works for Red Cross São Paulo as a volunteer.