



# RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

## BRAND REFLECTION

Taking a look back at the execution.

## MY OVERALL THOUGHTS ON THE SUBJECT.

Needless to say, I am super excited that I now have a brand. Consistency, narrative, luxury, creative and not to mention gold, I am pumped to be able to spread this around and be known for it. I decided to turn in different versions of my assets and it was brought to my attention that it could be very useful to keep them around. In the beginning, I wanted to get opinions but they were seen as final products. It was brought to my attention that variety isn't necessarily a bad thing. For one, the black printed material might be a bit much to print—per potential employers, so what better than to have a printer friendly version that is just as effective. I present a sexy look as well as an efficient one. The same thing goes for the leave behind. Different coffee mugs. This is great for me because I am never fully satisfied with anything. Keeping the same guidelines and logo standards, this allows me to still be consistent. The most difficult part was figuring out how to implement the story behind the logo, and solidify it nonetheless also, the quality of my business card mock ups and decals on the cups.

## THE DOWNFALLS.

Of course there are downfalls. I worked my tale off on trying to come up with beautiful, effective designs. In the end I was satisfied with the results but the printer is a different monster. For one, if there was anything that I could have done differently, I would have sent my cards to print. I have a great printer but for the job and quality that I wanted, it was not good enough. Now I cut myself some slack as they were mock ups, but the mockups did not do them justice. Although I plan to get these cards professionally done very soon I wish I would have done it sooner. Gold foil, silk finish, sexy components that will set these cards apart. Second, I turn to my leave behind. I felt that the cups were executed nicely but again I wish I could have had them custom ordered and printed directly. I had to print them out on sticker paper and outline them with a gold sharpie to simulate the quality I want. These were great however, I tried to use one at home and when it came to washing it the sticker began to peel off. Time permitting I would have explored different options. Last and not least my favorite and most emphasized piece was my website. This site is still being developed and even though I had little time to show it, it is the piece that ties it all together. My critiques on my site are to emphasize the photo narrative, and to concentrate on the 480 px and below platform. For presentations it was tablet friendly but again with the time constraints, I wasn't able to optimize some images, font sizes and functionality for mobile phone. Over all I am satisfied with the results and I anticipate that I will follow through with the representation.