

JEROME FERNANDO

Industrial Designer

Summary

Product and systems designer with a background in data and a passion for play. I use a modular, data-informed approach to turn complex systems and information into something digestible, friendly, and playful.

Experience

Exhibition Designer - DIFFA, Pratt Institute | 2026

- Designed and fabricated a team exhibition concept from ideation through rendering and build
- Showcased at the DIFFA 2026 Gala, "Angels and Demons"

Graduate Researcher & Designer - Co-Designing the Classroom, Pratt Institute | 2024-2025

- Synthesized inputs from 5 co-design workshops with children (ages 10–12) and translated findings related to absenteeism into furniture design decisions
- Led furniture prototyping, sketching, rendering, and fabrication resulting in three final prototype pieces
- Exhibited at NYCxDesign 2025; co-authored a published academic journal article

Graduate Researcher & Toy Designer - Climate Stories, Pratt Institute | 2024

- Designed 3 toys making climate education accessible and engaging for children
- Drove rapid prototyping, sketching, rendering, fabrication, and testing with a group of 10+ children (Ages 8-10)
- Project recipient of The Award for Community Engagement

Database Manager & Designer - Sphere | 2018-2020

- Designed an improved modular Knack database system consolidating 40000+ SKU information into 3000 SKU entries and a integrated trade-in portal page, with back-end/front-end improvements and Zapier integrations
- Led marketing: MailChimp campaigns, Google Ads (max conversion, min CPC), A/B testing, and Google Analytics reporting

Floral Designer (select clients) | 2023-Present

- Ikebana practitioner (3+ yrs); floral displays for New Museum, Noguchi Museum, House of Dior, PastaRamen, Matsumoto Morimoto Restaurants (MM) & more

Education

M.I.D. - Master of Industrial Design, Pratt Institute

IDSA SMA Pratt Finalist, 3.94 GPA (Distinction), Rowena Reed Kostellow Student Finalist, Student Choice & Outstanding Merit Awards, Pratt IDSA Graduate Representative

B.B.A. - Bachelor of Business Administration, Simon Fraser University

(Honors), Double Concentration: Information Systems & Operations

Skills

3D/CAD: Rhino 8, Fusion 360, KeyShot

2D/Visual: Photoshop, Illustrator, InDesign

Data: Excel, Zapier; SQL & Tableau (familiar)

AI: Prompting, Image Generation, Code

Contact

jeromerfernando@gmail.com

jcmadethis.com