



RAFAEL FERNANDEZ

Rafael broke into commercials in 2000 with an award winning anti-smoking campaign shot through LA-based Palomar Pictures, where he directed for three years. In 2003, he was named to the Saatchi and Saatchi New Director's Showcase at Cannes, having established himself as a unique talent with notable strength as a visual storyteller.

Since then, Rafael has gone on to shoot dozens of commercials around the globe for the likes of Saatchi, TBWA, BBDO and Y&R on a variety of accounts such as Sony, Wrigley's, Kellogg's, and Toyota. Signed to Green Dot Films in 2007, his recent credits include a hilarious music video for White Gold of Got Milk? fame out of Goodby, Silverstein & Partners, and two effects-heavy McDonald's campaigns shot through Leo Burnett/Chicago.

With a degree in creative writing and a strong background in both music and technology, Rafael approaches his projects from a variety of angles, involving himself heavily in every aspect of production, from story development and production design to editing and sound design. His work is marked with a strong compositional style, a singular taste for casting and performance, and an obsessive attention to detail.

As an award winning short filmmaker, his work has screened all over the world including the Seattle International, South by Southwest, Tokyo, and Hamburg film festivals, while airing on the SciFi, PBS, and USA networks. ●