Joel Butler Fernández

Brand & Web Designer

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SUMMARY

I'm a brand and web designer with 20+ years of experience, working remotely from Spain. I design for the brief, not for my portfolio, and I build identity systems other people can keep using long after I've moved on. At StellarWP I proposed and executed the new logo and the shape-and-color kit behind StellarPay, StellarSites, and the SolidWP icon. Eight years at Centro León, curating exhibitions and running programs, made me more aware of visual narratives and changed my research: I look past competitors and niche to where a concept could go.

SELECTED WORK

StellarWP (2024). Proposed and executed the new logo and a kit of shapes and colors built from the shadow of the planet's ring, with team input at every stage. StellarPay and StellarSites came out of the kit, and so did the new SolidWP icon.

Roots & Fruit (2026). Designed the logo and brand system in about six weeks. The client's team built their own site from it, and I reviewed the result against the guidelines.

SuperCarros.com and SuperCasas.com. Designed the 2011 brands and the 2015–16 websites. The 2011 marks are still in use, and both sites still run on the 2015–16 design.

Case studies at butlerfernandez.com

EXPERIENCE

Independent Designer — Butler Fernández Jan 2026–present

- Roots & Fruit: brand identity and guidelines, plus a design review of the website the client built from them.
- Navetta Properties: a design audit and brand refinement. The client asked for tools and guidance to do the development themselves, and their team carried it out.

Multimedia Designer — StellarWP / Liquid Web Mar 2024–Nov 2025 · Remote

- Proposed and executed the new StellarWP logo, on a project led by the Creative Director and with team input at every stage: kept the base font, balanced the S, swapped the two-story a for a round geometric a, and added a planet icon with a cut-out ring shadow.
- Proposed and executed a kit of shapes and colors from the ring's shadow. StellarPay and StellarSites came together in days once leadership gave direction, and the SolidWP icon was replaced with one made from the same system.
- Designed web pages, product feature templates, and marketing graphics for StellarSites, StellarPay, LearnDash, MemberDash, and SolidWP.
- Designed event pieces for StellarWP's booths at WordCamp US and Europe in 2024 and 2025, WordCamp Asia in 2025, and small-business fairs.
- Made ads, banners, promo graphics, and landing pages for 10+ brands.

Assistant Director, Gala Dinner at FITUR — Import Inversiones, for client Banco Popular 2018–present

Contractor. Annual event; the first gala was in 2019.

- Co-direct staging and production for 450 VIP guests: providers, timeline, and event-day execution with a staff of 100+.

Freelance Graphic and Web Designer — Spain 2018–2024

- Turned three traveling exhibitions for the Dominican Embassy in Spain into websites after COVID-19 lockdowns stopped them in 2020. I designed the sites on WordPress with Divi, and wrote brief intro texts.
- Branding for RLS (Relocation Legal Services) and Centro Veterinario Hollywoof (logo redesign), both in 2022, and a website for Cooperativa San Antonio (2020). Book cover and branding for Dominican author Dahiana J. Vásquez S. (2022).

Centro León — Dominican Republic Dec 2015–Dec 2023

Project Manager for Contents and International Programs, 2021–2023 · Adjunct Curator, 2018–2021 · Exhibitions and Collections Coordinator, 2017–2018 · Visual Arts Curator, 2015–2017. Employee until June 2018, contractor after.

- Consulted on the 2020–21 website redesign and the move from Joomla to WordPress: user profiles, site map and menus, the base template for the agency to build on, and brand consistency.

- Co-designed and coordinated Mediando Caribe 2021, a training program for cultural mediators. With the same co-designer, built web-based education programs and websites for Alma Adentro and the 28 Concurso de Arte Eduardo León Jimenes.
- As Exhibitions and Collections Coordinator, led a team of 8+ and kept collaborators from other teams (20+ on each exhibition) working together and on schedule.
- Co-curated exhibitions including Ser Oscar de la Renta (2019), El tiempo de todavía (2023), and Reinvenciones (Madrid, 2024).

Communications and Technology Manager — Cibermercado (SuperCarros.com, SuperCasas.com) 2009–2015
Part-time Graphic Designer, 2008–2009. Consultant until the SuperCasas launch in 2016.

- Designed the 2011 brands for SuperCarros.com and SuperCasas.com and the 2015–16 websites, adjusting the designs as development and testing went on.
- Managed the move to a new outsourced development provider, who rebuilt the back-end, while the previous provider's platform kept running.
- Ran one formal test with an end user and one with a customer, plus informal rounds with trusted clients. Testing decided the light background.
- Ran advertising, communications, and PR. Monthly organic visits grew from about 450K to 1.1M+ during my tenure.
- Defined the in-house designer role and hired and onboarded three designers over the years.
- Planned print media, designed banners and marketing pieces, and was the contact for two weekly news programs on cars and real estate.

Earlier 2000–2009

- Freelance photographer and graphic designer in Santo Domingo, alongside my jobs. Photographer for the magazines VIU and WoW at Periódico El Siglo, 2000–2001.

EDUCATION

Master's, AI for Creatives (online) — Founderz (2025–2026)
Advanced Program in Agile Project Management (Scrum), 150 hours — Smartmind (2022)
Master's, Contemporary Art History and Visual Culture — Universidad Complutense de Madrid, Universidad Autónoma de Madrid, Museo Reina Sofía (2019)
Bachelor's, Graphic Design — Universidad APEC, Dominican Republic (2006)
Diploma, Applied Photography — Art Institute of Fort Lauderdale (1999)

SKILLS

Design: brand identity and systems, web design, art direction, print and event design, ads

Tools: Figma, Photoshop, Illustrator, InDesign, WordPress (Kadence, Divi), basic HTML and CSS

AI: Claude, Firefly, Magnific, Kittl, and others. I use them to research, draft, and replicate approved directions.

Languages: Spanish (native), English (fully bilingual), French (beginner)