

Hello!

MY NAME IS RENALDO FERGUSON...

...but everybody calls me Rey. Thank you for taking the time to take a look at my portfolio. This is some of the work I have been doing in the past couple of years. They showcase a variety of works from my past jobs to college work and illustrations. I hope this will help you get an idea of what I am capable of in the Creative Industry.



Rey

Sony Computer Entertainment®

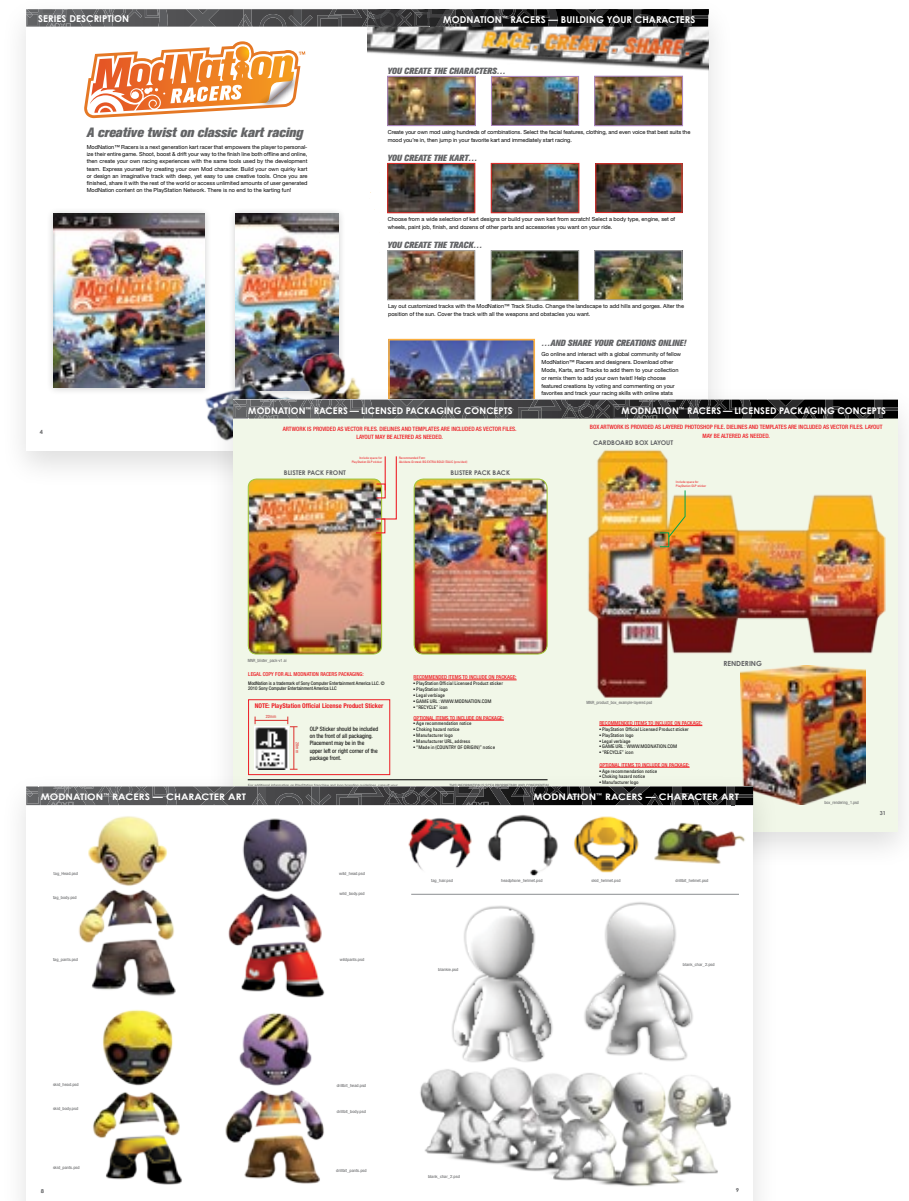


LICENSING BROCHURES

These brochures contains information about their prospective games and licensing requirements for businesses that want to create licensed products such as apparel, toys, stationary, and other related material.



LICENSING GUIDELINE



MODNATION RACERS™ LICENSING GUIDE

Along with Sony's licensing brochures, the licensing guidebook contains assets and creative product ideas for business who are creating products for a particular title. This is one I created for Sony's racing game, ModNation Racers.

Sony Computer Entertainment®

**PlayStation.**

Te invita a pasarla bien con música de

ozomatli



Jueves 29 de Julio

9:30PM **Ozomatli**

Whale Beach



Su credencial es necesaria para entrar al evento

**DESTINATION PLAYSTATION**



Fecha: Martes 27 de Julio

Lugar: Rosato

Hora: 7:30pm a 8:30pm



A HIDEO KOJIMA GAME

ACTUAL ESPIONAGE OPERATIONS

METAL GEAR SOLID

PEACE WALKER

SCEA te invita cordialmente a la recepción privada VIP organizada especialmente para usted con el legendario Hideo Kojima, Director-Productor-Escritor y Diseñador de Metal Gear Solid: Peace Walker.

Hideo Kojima es considerado uno de los directores y escritores más influyentes en la industria del videojuego.

¡KOJIMA-SAN TE ESTARÁ ENTREGANDO UNA PSP DE EDICIÓN LIMITADA AUTOGRAFIADA POR EL!



SERGIO ZYMAN Fundador, Zyman Group

Sergio Zyman es el fundador de Zyman Marketing Group y anteriormente ocupó el cargo de Director de Mercadeo en The Coca-Cola Company. Durante más de 30 años de experiencia práctica en mercadeo, Zyman creó un conjunto de principios revolucionarios que se ha comprobado que traducen las estrategias de mercadeo en resultados positivos para el negocio. Defiende apasionadamente una idea de mercadeo científico, basado en procesos. Desde las principales compañías de alimentos y bebidas hasta fabricantes industriales, minoristas populares y potencias en telecomunicaciones a nivel mundial, un diverso grupo de clientes ha solicitado y recibido la experiencia en mercadeo de Zyman.

La trayectoria de Zyman como especialista en mercadeo también incluye posiciones en Coca-Cola, PepsiCo y Procter & Gamble. Es conocido principalmente por sus acciones audaces como el franco Director de Mercadeo (Chief Marketing Officer, CMO) de Coca-Cola donde elevó el volumen de ventas anuales mundiales de 9 mil millones a 15 mil millones de cajas, el periodo de crecimiento más explosivo en la historia de la compañía. Este logro llevó a la revista "Time" a nombrarlo uno de los tres mercadólogos clave del siglo 20.

La Asociación de Judíos Unidos (United Jewish Association, UJA) lo nombró Hombre del Año en 1998. En 2008, la Asociación Nacional de la Publicidad le otorgó el reconocimiento a la Trayectoria. Es uno de los autores más vendidos con cuatro libros y lo solicitan como orador en compañías y organizaciones en todo el mundo. Sergio Zyman es originario de la Ciudad de México. Cuando no está inmerso en el mundo del mercadeo, es un corredor entusiasta, un lector ávido y también disfruta el golf, el esquí y el ciclismo.

28 DE JULIO

Sesión General II











AGENDA [Português]

Segunda-feira, 26 de julho de 2010

Dia inteiro

Viagem. Chegada no Aeroporto Internacional de Los Cabos SJD. Bação da recepção aberto – Lobby de entrada. Recepção de boas-vindas, Whales Terrace.

Terça-feira, 27 de julho de 2010

07h30 – 08h00 Café da manhã, Fairway Terrace

08h30 – 18h00 Bação da recepção aberto – Ballroom Level

08h30 – 10h30 Reunión Geral I, Ballroom

10h30 – 20h00 Sala de videogames

11h00 – 19h00 Horas marcadas com vargatas

12h00 – 13h00 Almoço, restaurante Villa del Mar

20h00 – 22h30 Coquetel e jantar, Stars Terrace

22h30 – 24h00 Programa de fim de noite, Rosato

Quarta-feira, 28 de julho de 2010

07h30 – 08h00 Café da manhã, Fairway Terrace

07h30 – 18h00 Bação da recepção aberto – Ballroom Level

08h30 – 10h30 Reunión Geral II, Ballroom

10h30 – 17h00 Sala de videogames

10h00 – 17h00 Horas marcadas com vargatas

13h00 – 15h00 Almoço, restaurante Villa del Mar

17h30 Saída do hotel para jantar fora (para os que não foram velejar)

20h30 Festa mexicana no "The Office" na praia

23h00 Volta ao hotel

Programa de fim de noite no hotel – Coquetel no Rosato

Quinta-feira, 29 de julho de 2010

07h30 – 08h00 Café da manhã, restaurante Villa del Mar

07h30 – 18h00 Bação da recepção aberto – Ballroom Level

08h30 – 18h00 Horas marcadas com vargatas

13h00 – 15h00 Almoço, restaurante Villa del Mar

20h00 Jantar com entretenimento especial, Whale Beach

Sexta-feira, 30 de julho de 2010

08h30 – 10h30 Café da manhã, restaurante Villa del Mar

Dia de viagem

Partida do resort Fiesta Americana

ATTENDEES [Participantes]

Alkosto

Blockbuster

Carrefour

Carsa

Chedraui

City Club

Computabo

Coppel

Corona

Depot

Distelsa

Drebes

El Duende

Electrónica Megatone

Electrónica Panamericana

Elektra

Estigame

Estilos

Exito

Falabella

Famsa

Fastshop

Félix B. Maduro

Flamingo

Foto Japón

Fravega

Game Master

Game Planet

Game Zone

Gameteck

Globox

Importaciones Hiraoka

Jetstereo

Jumbo

La Polar

Liverpool

Lojas Colombo

Mantica Waid

Multimax

Mutisom

Musimundo

Omnisport

Palacio de Hierro

Panamericana

Paris

Pontofrio

RadioShack

Ripley

Saga Falabella

Sam's Club

Sanborns

Saraiva

Siman

Sony Style

Telmex

Tiendas EFE

Tiendas Peruanas

Unicomer

UZ Games

Viana

Vivaldi

Walmart

Xaze

MEETING ROOMS [Salão]

Company/Compania	Room # / Salas de reunião	Floor # / Andar #
Activision Blizzard	539	5
EA	542	5
Eidos	541	5
Konami	545	5
Namco	546	5
Sega	536	5
Solidore 2 Go	544	5
Square Enix	540	5
THQ	538	5
Ubisoft	537	5
Warner Bros.	543	5
SCEA I	436	4
SCEA II	439	4
Licensing	Master V	Area de Convenções
Publisher Help	Hospitality Suite	5
PSAC	Boardroom II	Area de Convenções
Media Edge	440	4
Ad Agency	441	4
Arcade, Licensing & Merch.	Master V	Area de Convenções

Country/Pais	Room/Sala	Area/Floor/Andar
Sony Mexico	Grand Slam I	Convention Area
Sony Mexico	Grand Slam II	Convention Area
Sony Inter-American	437	4
Sony Chile	547	5
Sony Argentina	548	5
Sony Colombia	549	5
Sony Peru	550	5
Sony Brazil	551	5

Credenciales must be presented at all events.

As credenciais deverão ser apresentadas em todos os eventos.







PARTICIPANTES

Alkosto

Blockbuster

Carrefour

Carsa

Chedraui

City Club

Computabo

Coppel

Corona

Depot

Distelsa

Drebes

El Duende

Electrónica Megatone

Electrónica Panamericana

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Liverpool

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Musimundo

Omnisport

Palacio de Hierro

Panamericana

Paris

Pontofrio

RadioShack

Ripley

Saga Falabella

Sam's Club

Sanborns

Saraiva

Siman

Sony Style

Telmex

Tiendas EFE

Tiendas Peruanas

Unicomer

UZ Games

Viana

Vivaldi

Walmart

Xaze

SALONES DE REUNIONES

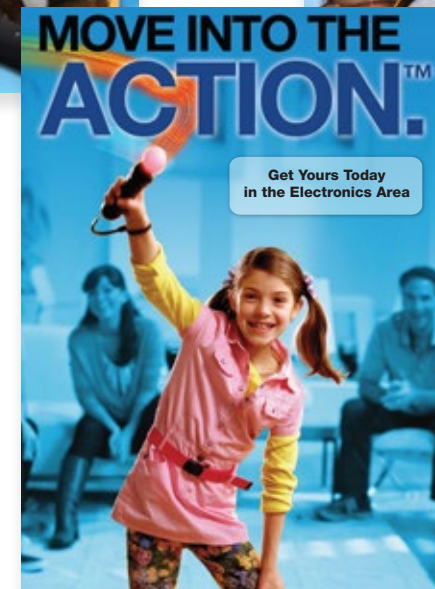
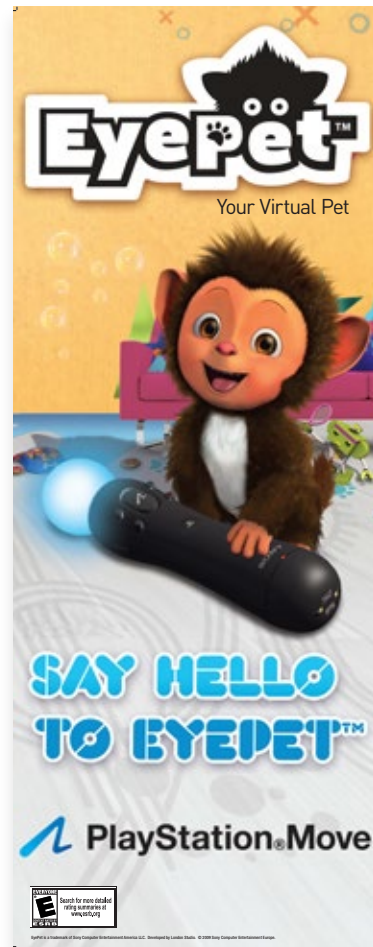
Compania	Salón #	Piso #
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Konami	545	5
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Sega	536	5
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Square Enix	540	5
THQ	538	5
Ubisoft	537	5
Warner Bros.	543	5
SCEA I	436	4
SCEA II	439	4
Licensing	Master V	Area de Convenções
Publisher Help	Hospitality Suite	5
PSAC	Boardroom II	Area de Convenções
Media Edge	440	4
Ad Agency	441	4
Arcade, Licensing & Merch.	Master V	Area de Convenções

Pais	Salón #	Piso #
Sony Mexico	Grand Slam I	Convention Area
Sony Mexico	Grand Slam II	Convention Area
Sony Inter-American	437	4
Sony Chile	547	5
Sony Argentina	548	5
Sony Colombia	549	5
Sony Peru	550	5
Sony Brazil	551	5

Usted debe presentar su credencial para todos los eventos.



Sony Computer Entertainment®



TOY'S R US RETAIL PANELS

These are display panels that I designed for Toy's R Us' Times Square location, as well as other Toy's R Us locations for their holiday season.

Sony Computer Entertainment®

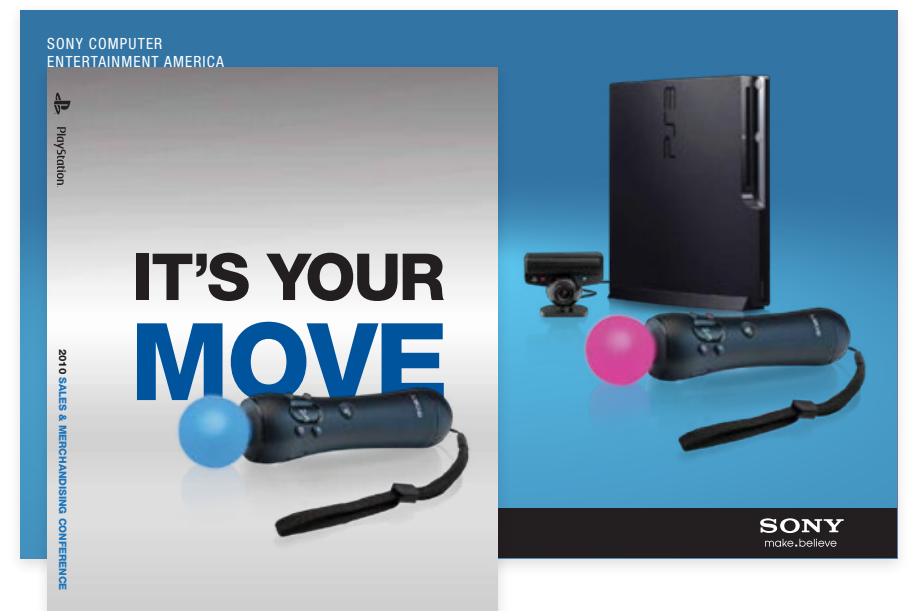
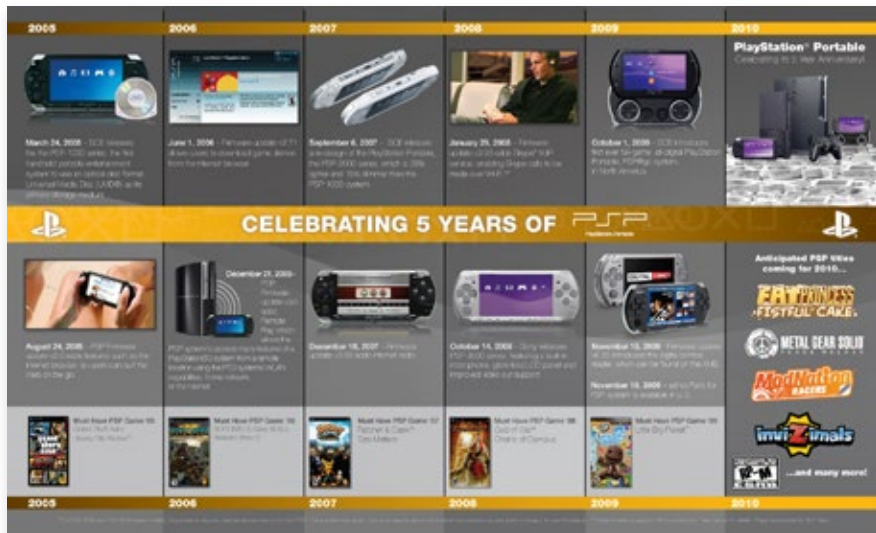


PLAYSTATION SOUNDTRACK ARTWORK

This is artwork for SCEA Music division's game soundtrack. I created the logo collage as well as the overall sleeve artwork and CD label.

Key

Sony Computer Entertainment®



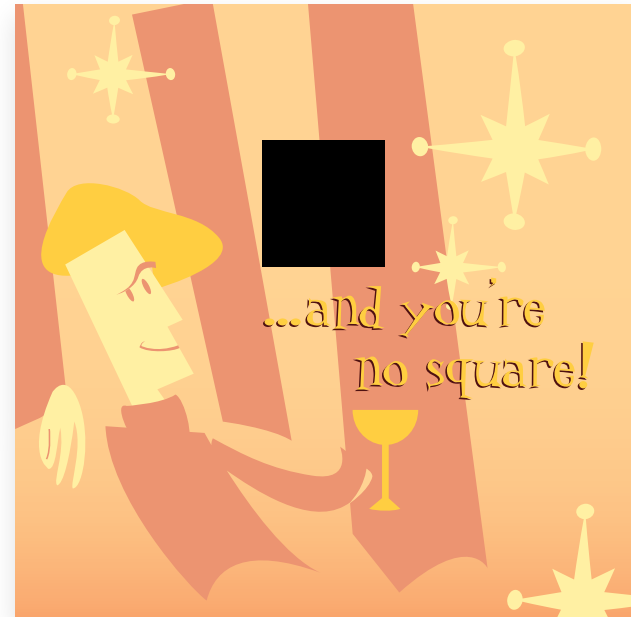
INTERNAL PROJECTS

I also designed material for internal company use. These range from information manuals for salespeople, notebooks, thank you cards, invitations, e-mail blasts, and more.



PANDIGITAL PRODUCT PACKAGING

These are designs, with the help of the Senior Graphic Designer, for Pandigital products for 2008. The new packaging reflects the total branding redesign that the Marketing Department was asked to do. The image on the left is a proposed and approved design for 2010 packaging.



DIGITAL PHOTO GREETING CARDS

These are designs for Pandigital's Digital Photo Greeting Cards. You are able to upload a number of photos onto this card, when the receiver opens up the card, a slideshow will play of the photos you've uploaded.



Pandigital®

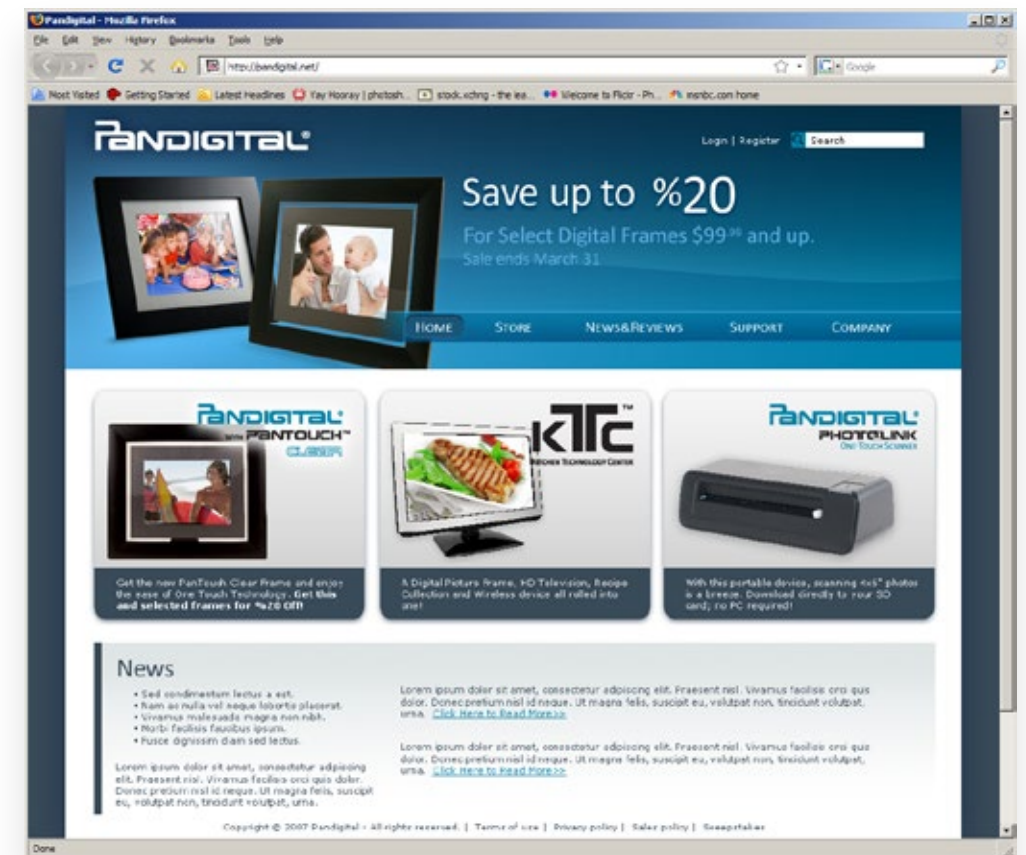


TRADE SHOW BANNERS

These are some of the trade show banners that I was responsible for. Pandigital has used these banners for events such as The Consumer Electronics Show and PMA.



Pandigital®



WEBSITE REDESIGN COMPS

These are comps I was assigned to do for the update of Pandigital's corporate website. Their goal was to move away from an informational to a full access e-commerce site. With the help of the Marketing Manager and Senior Designer, I had to communicate how Pandigital products have high value for an affordable price.

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U2 Mobile Technology 15.5"
Widescreen® 12.1 Mega Pixel Camera
802.11a/b/g, DVD/CD-RW
Memory: 1432.00 MB RAM

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MOBILE**
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business email
productivity

 **399⁹⁹**

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Pannasonic® 15.5" Widescreen
LCD Display
CPT Technology, 16:10 Widescreen
15.5", 15.5" x 10.4" (40:25) Screen
Size, 12-Step Program Lockout

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VVO

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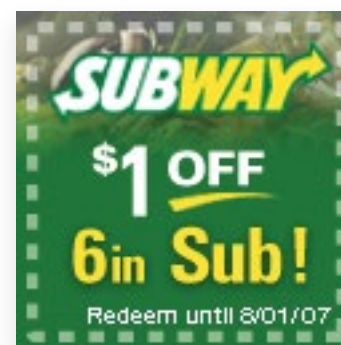
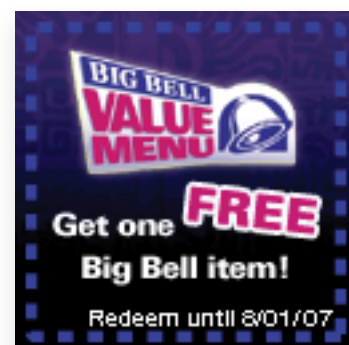
Just text "**COLONEL**"
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NFC/MOBILE SMART POSTERS

These are custom made posters using ViVOtech's RFID technology. A mobile phone can be placed near a particular spot on the poster, where a special chip embedded behind the poster can download content onto the phone. These can be such things as downloadable ringtones and other media, or special promotional coupons.

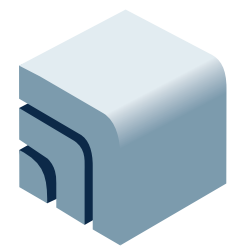


VIVONFC MOBILE COUPONS

In conjunction with ViVOtech's Smart Posters, I also designed special mobile coupons for RFID enabled phones. These coupons would be downloaded onto the phone after a customer "taps" their phone against the poster. The embedded chip would then download content onto the phone via a content server.



Brand Identity



zenius

ZENIUS SOLUTIONS

This is the logo for Zenius Solutions, a contactless technology company that specializes in RFID integration with other technology. They are located in Cupertino, California.

VERUS PRODUCTIONS

This is the accepted logo for Verus Productions, a Video Production company based in Milipitas, California.



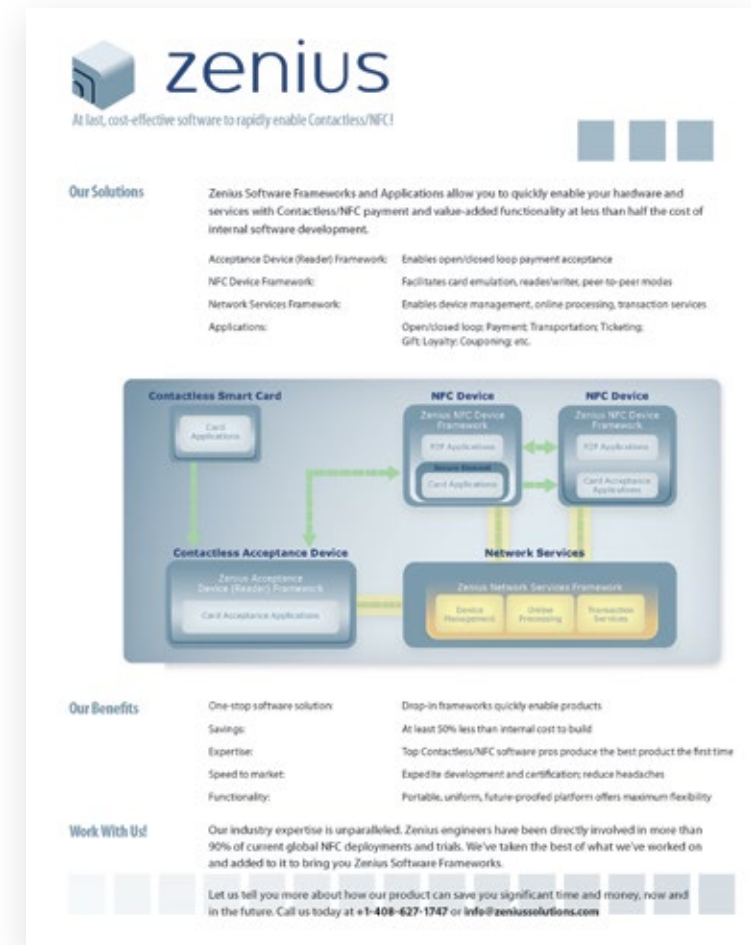


Freelance/Misc.



ROD TROTTER LP COVER

A mock LP cover for a web video advertisement



ZENIUS ONE-PAGER

One page document that summarizes what Zenius Solutions is about.

Illustrations



MOTEL SIGN RENDERING

Medium: Acrylic on Bristol Board; 6"x7"



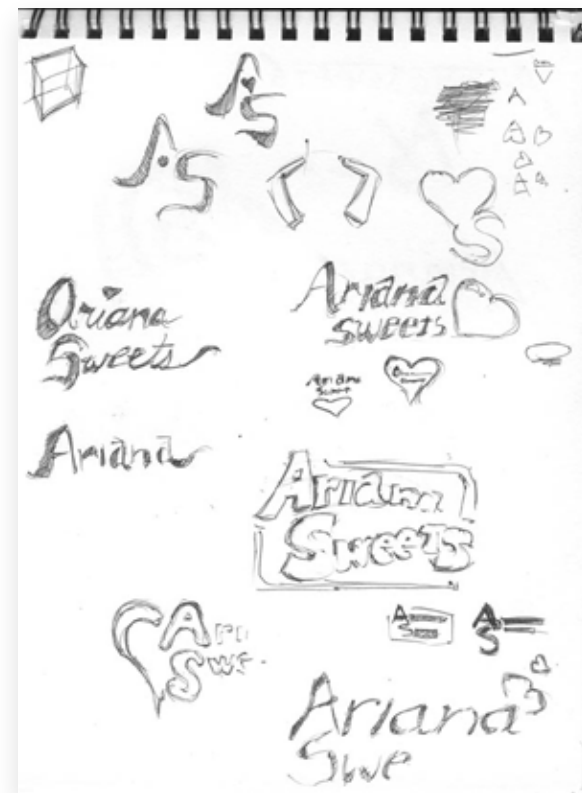
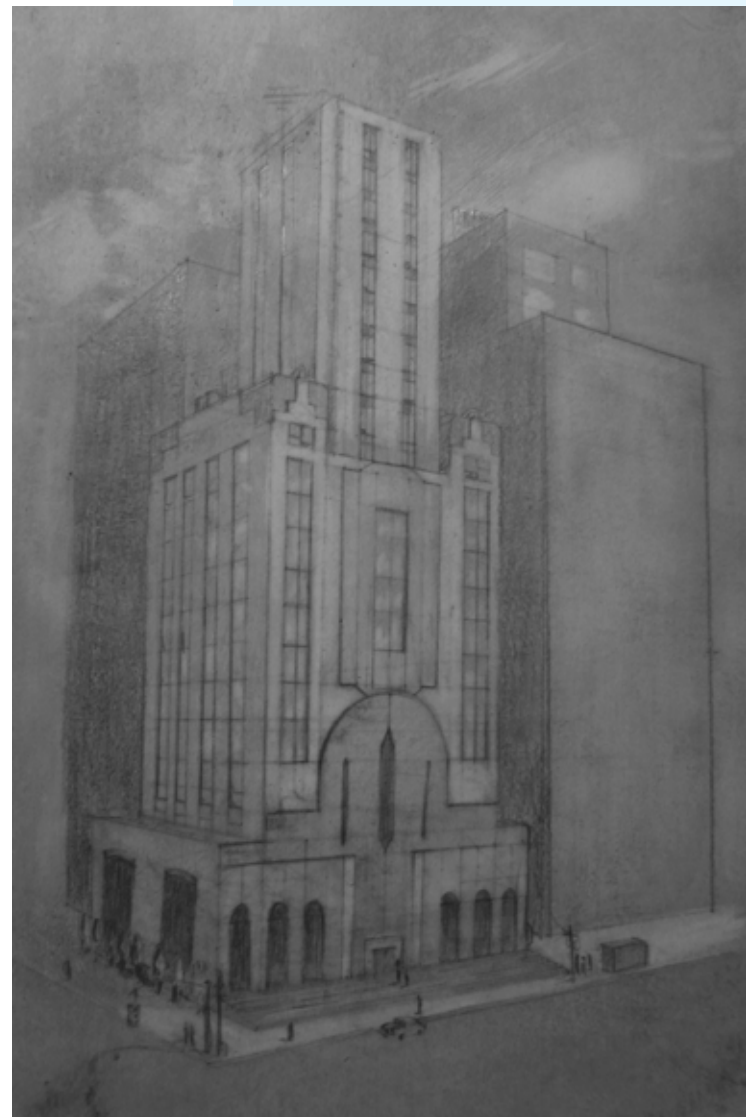
BOY IN SUMMERTIME

Medium: Charcoal (reversal) on Bristol Board; 20"x30".



Sketches







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