



# Fernando Ribeiro

ex-FARFETCH - Head of Content Creation - Head of Technical & Image Development - Head of Studios

Braga, Portugal

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Basic)

Italian (Basic)

Portuguese (Native)

Spanish (Work Proficiency)

## About

Hello, I'm Fernando, a highly dedicated Head of Content Production with a passion for creative visualisation, concept development, and project management. With 13+ years of hands-on experience in photography and post-production for e-commerce, I thrive under pressure, meeting strict deadlines while fostering teamwork and innovation.

I'm dedicated to maximizing efficiency, strengthening creative teams, and leaving a lasting impact on every project. Let's connect to explore opportunities for collaboration and growth!

### BRANDS WORKED WITH

Cores D'Eleição

Farfetch

Formadapt

Maestro Design

## Experience



### ● Head of Technical & Image Development

Farfetch | Aug 2023 - Feb 2024

As the Head of Technical & Image Development, I spearheaded initiatives to enhance business potential by meeting stakeholders at various levels to identify improvement areas and capitalize on market trends. I developed strategies and interventions to drive improvements and efficiencies. I formulated a comprehensive long-term Technical & Image Development strategy for production deliverables and engaged internal and external stakeholders to foster innovative thinking. Moreover, I communicated project updates and next steps, envisioned future projects based on competitor analysis and market trends, and managed projects from inception to completion while managing technical risks and opportunities. Additionally, I defined and controlled technical budgets, provided accurate equipment costs, and managed global imagery standards, ensuring adherence to brand DNA and collaborating with studio facilities for optimal user experience. I also led a team of Image Development Specialists, and collaborated with cross-functional teams to ensure website cohesion. Furthermore, I facilitated retrospectives for continuous improvement, conducted visual research to identify trends and innovations, and nurtured a test-and-learn culture within the team.



### ● Head Of Content Production

Farfetch | Aug 2021 - Nov 2023

As a Head of Production, I provided vital operational leadership and support for the thriving Content Creation Team at Farfetch. My responsibilities included leading the production management function, ensuring functional excellence, KPI's, efficiency, and compliance with our output. I managed day-to-day Creative Production processes, ensuring teams worked efficiently to meet briefs, deadlines, and budgets. Additionally, I forecasted and produced annual budgets, managed departmental spend, and liaised closely with financial planning to ensure cost efficiency. I facilitated meetings, ensuring progress, tracking deadlines, and collaborating closely with the Planning & Performance Director on deadlines, costs, and HR requirements. Identifying efficiency and process changes to improve existing workflows and managing resource allocation for new initiatives were also part of my role. Moreover, I reviewed and drove the performance of the production team, managed agency partners, and maintained compliance with legal requirements, among other duties.



### ● Head of Post-production & Global Photography Technical Support

Farfetch | Aug 2019 - Aug 2021

In this role, I was responsible for the day-to-day and overall strategic development of the Post-Production & Global Photography Technical Support Department at Farfetch. I provided leadership and direction to department managers, managed the department from an HR perspec-

tive, and oversaw the overall budget. Additionally, I coordinated with various teams to ensure the delivery of imagery to expected quality levels, aligned projects with global strategies, advised on hardware and software, and supported the development of team members.

- **Graphic Designer**

| Jul 2008 - Jun 2010

- **Trainer - Software**

Formadapt | May 2007 - Mar 2010

Trainer: Autocad 2008; 3DS Max 2008, 2009; Illustrator CS3, Photoshop CS3, Windows XP, Windows Vista; Office 2003, 2007.

- **Graphic Designer (Print Industry)**

Cores D'Eleição | Jun 2007 - Jun 2009

- **Industrial and Graphic Designer**

Maestro Design | Feb 2004 - Mar 2007

## Education & Training

2016 - 2016 ● **Porto Business School**

Management Support,

2015 - 2015 ● **Dynargie**

Leadership & Management,

2008 - 2008 ● **Nexus - Center for Studies**

Internet - Evolution,

2007 - 2007 ● **MinhoSoft - Informatics Applications, Lda.**

Trainer,

2006 - 2007 ● **Superior Institute of Financial Studies and Tax - Espaço Atlântico**

Commercial Management and Sales,

2003 - 2005 ● **Polytechnic Institute of Viana do Castelo School of Technology and Management**

Graduate,

1998 - 2001 ● **Polytechnic Institute of Viana do Castelo School of Technology and Management**

Bachelor,

1996 - 1998 ● **Escola Secundária Carlos Amarante**

Technological Design Course,