

Michelle C. Rauza de Fernandez



PROFILE

Themed entertainment professional with over 10 years of experience crafting immersive environments and leading creative teams. Adept at translating imaginative concepts into high-impact physical experiences through hands-on expertise in design development, scenic fabrication, and project coordination for both large-scale and boutique installations. Recognized for upholding thematic integrity, maintaining the highest quality standards, and fostering seamless cross-departmental collaboration. Brings a sharp eye for detail, a proactive mindset, and a deep passion for storytelling through design.

CONTACT

PHONE:
407-460-7033

WEBSITE:
www.mcbfernandez.com

EMAIL:
mcbfernandez@live.com

LANGUAGES

ENGLISH
SPANISH

WORK EXPERIENCE

Walt Disney World Resort | *Holiday Services, Decorator*

2022 – Present

- ♦ Applied design principles and color theory to deliver cohesive, visually compelling décor installations across multiple resort properties and cruise liners.
- ♦ Collaborated with creative leads and designers to develop thematic concepts and mock-ups aligned with WDI's vision.
- ♦ Installed, maintained, and refreshed décor items to uphold show quality standards.
- ♦ Worked safely at heights (2' to 80'+) using ladders and scaffolding.
- ♦ Gained experience with paints, color matching, ribbons, and bow-making.
- ♦ Operated tools and equipment safely during installation and strike phases; traveled domestically and internationally as needed.

La Dea Bianca | *Product Designer & Brand Stylist*

2015 – 2021

- ♦ Designed and crafted artisan candle products, applying color theory, texture coordination, and seasonal themes to enhance visual appeal.
- ♦ Styled and maintained visually engaging booth displays at farmers markets to attract guests and enhance storytelling around the product line.
- ♦ Oversaw all aspects of packaging design, materials sourcing, and aesthetic presentation to align with brand identity.
- ♦ Managed online sales platforms, including layout design, product photography, and customer engagement, ensuring a cohesive visual and emotional brand experience.
- ♦ Managed a small creative team to execute large-scale event setups while maintaining quality, safety, and guest experience standards.

MCB Fairytale Wedding Designs | *Creative Director & Lead Designer*

2021 – Present

- ♦ Conceptualized and executed immersive fairytale-themed wedding décor, blending romantic storytelling with elegant design principles.
- ♦ Designed floral installations, centerpieces, and custom backdrops tailored to each couple's unique vision and venue setting.
- ♦ Oversaw end-to-end creative production—from mood board development and materials sourcing to on-site staging and strike.
- ♦ Collaborated with clients, vendors, and coordinators to ensure cohesive design integration across ceremony, reception, and photo ops.
- ♦ Handcrafted décor elements including fabric draping, prop pieces, signage, and table styling, incorporating seasonal palettes and luxury aesthetics.
- ♦ Designed and created custom baked goods including cupcakes, tiered cakes, and dessert table displays—each made to complement the event theme and color scheme.

EDUCATION

Florida National University

2004 – 2007

Associate of Arts

ABOUT ME

I use my creativity and imagination as tools to transform abstract ideas into tangible, story-driven environments. Whether I'm designing seasonal décor, styling a visual display, or fabricating a unique prop, I approach every project with a deep sense of narrative and purpose. I draw inspiration from color, texture, lighting, and movement to build experiences that evoke emotion and invite guests into the story. My artistic talents, ranging from painting and sewing to sculpting and floral design, allow me to experiment with materials, shape atmosphere, and push the boundaries of what's possible in a physical space. I thrive in spaces where I can dream, design, and then execute the desired vision.

SKILLS

Floral Arrangement | 2012 – Present

- ◆ Designed and built floral displays and garlands for seasonal décor programs at Walt Disney World Resort.
- ◆ Skilled in color harmony, proportion, and botanical material handling (both artificial and preserved).
- ◆ Integrated floral work into larger scenic installations including wreaths, centerpieces, and hanging décor.

Painting | 2012 – Present

- ◆ Experience with both fine detail brushwork and large-scale scenic painting.
- ◆ Applied faux finishes, distressing techniques, and color layering to props and display surfaces.
- ◆ Used water-based, acrylic, and latex paints for various substrate types.

Photography | 2012 – Present

- ◆ Captured product, décor, and installation photos for portfolio, branding, and internal documentation.
- ◆ Used DSLR and mobile cameras to compose, edit, and present visually cohesive documentation of work.
- ◆ Comfortable with staging for promotional shoots and social media visual storytelling.

Power Tools | 2012 – Present

- ◆ Proficient with drills, jigsaws, sanders, Dremels, heat guns, and paint sprayers.
- ◆ Followed OSHA safety protocols for tool usage during scenic construction and installations.
- ◆ Used power tools in both fabrication shop settings and on-site décor setup.

Vinyl Cutting & Adhesive Application | 2012 – Present

- ◆ Operated electronic cutting machines (e.g., Cricut, Silhouette) to design and produce decals, labels, and signage.
- ◆ Applied precision adhesive vinyl to glass, plastic, acrylic, and painted surfaces for both décor and branding purposes.
- ◆ Familiar with weeding, layering, and transfer tape techniques for clean and professional application.

Carpentry and Fabrication | 2015 – Present

- ◆ Assisted in building flats, platforms, display bases, and scenic supports.
- ◆ Measured, cut, assembled, and reinforced wooden structures with hand and power tools.
- ◆ Supported on-site fabrication adjustments during installation and strike phases.

Graphic Design | 2015 – Present

- ◆ Designed printed signage, packaging, and digital layout graphics for artisan products and displays.
- ◆ Proficient in Adobe Photoshop, Canva, and basic layout tools.
- ◆ Created visual elements that complemented physical displays and supported thematic storytelling.

Commercial Interior Design | 2015 – Present

- ◆ Supported visual planning and layout execution for branded retail booths and artisan market setups.
- ◆ Applied principles of traffic flow, lighting, merchandising, and cohesive styling for seasonal and product-based installations.

Heavy Vehicle Operation | 2015 – Present

- ◆ Operated utility carts, worksite vehicles, and décor transport trailers under supervision and with adherence to safety guidelines.
- ◆ Participated in loading/unloading décor items and mobile staging units.

Lighting Installation | 2015 – Present

- ◆ Installed LED lighting and practical fixtures into props, trees, garlands, and fabricated set pieces.
- ◆ Collaborated with electricians and show teams to ensure creative lighting reinforced narrative mood and guest immersion.
- ◆ Applied safe routing, taping, and concealment of wires.

SKILLS (CONTINUED)

Prop Sculpting | 2015 – Present

- ◆ Created sculpted elements using foam, clay, papier-mâché, and other lightweight materials.
- ◆ Used sculpting tools, heat shaping, and mold-forming to produce dimensional props for themed installations.
- ◆ Painted and finished sculpted elements to match scenic treatments or design intent.

Sewing | 2015 – Present

- ◆ Applied hand and machine sewing techniques to create props, costumes, fabric treatments, and décor elements.
- ◆ Developed strong ribbon work and bow-making skills through seasonal installations and artisan product styling.
- ◆ Comfortable working with various materials including canvas, tulle, silk, velvet, and synthetic blends.

Staging | 2015 – Present

- ◆ Executed visual staging of themed environments and retail displays to enhance storytelling and guest flow.
- ◆ Familiar with safe prop placement, focal balance, layering, and negative space.
- ◆ Collaborated with art directors and designers to ensure design intent and show quality.

Custom Baked Goods Design | 2018 – Present

- ◆ Created themed cupcakes, tiered cakes, and specialty desserts tailored for weddings, showers, and private events.
- ◆ Incorporated event color palettes, florals, and motifs into edible designs for cohesive visual storytelling.

Dessert Table Styling & Presentation | 2018 – Present

- ◆ Styled full dessert displays integrating themed décor, lighting, florals, signage, and elevated presentation pieces.
- ◆ Matched props and backdrops to culinary designs for an immersive guest experience.

Fondant & Decorative Techniques | 2018 – Present

- ◆ Skilled in fondant sculpting, edible embellishments, and decorative detailing using piping, stenciling, and hand painting.
- ◆ Designed sugar flowers, 3D toppers, and textured finishes to elevate cake aesthetics.

Laser Etching & Engraving | 2021 – Present

- ◆ Created custom engraved items including acrylic signs, ornaments, wood panels, cake toppers, and branding elements.
- ◆ Worked with vector-based design software (e.g., Illustrator, Inkscape) to prepare files for engraving.
- ◆ Experienced with adjusting power, speed, and material settings for detailed cuts and high-contrast etching on wood, glass, and coated metals.

Pallet Jack Operation | 2021 – Present

- ◆ Operated pallet jacks for transporting large-scale props, décor pallets, and inventory across staging areas and event venues.
- ◆ Assisted in warehouse staging, loading, and strike logistics during peak holiday operations.

Rigging and Securement | 2021 – Present

- ◆ Applied rigging and securement practices for overhead décor elements, scenic flats, and suspended props.
- ◆ Familiar with tie-off points, safety cables, carabiners, and tension straps.
- ◆ Ensured all elements met show safety standards and weight/load-bearing guidelines.

