CLAUDIA RODRIGUEZ

art direction/graphic design

hello@claudiarodriguez.com
www.claudiarodriguez.com

EXPERIENCE

Art Direction & Design   »   Freelance {2010 – Present}
- Specializing in printed communications, digital & web design, identity developments, & other cool things for a variety of clients. This includes, among others, political campaign firms, a highly innovative modeling agency, a Florida pasta manufacturer, & a one of a kind vegan handmade handbag designer.

Senior Graphic Designer   »   Perry Ellis Int'l {December 2010 – December 2013}
- Directed designed & executed seasonal marketing campaigns for a leading international distributor & licensor of apparel, including Perry Ellis & Rafaella. Responsible for all related collateral including ecommerce creative assets, social media designs, POP & in-store digital signage, emails, digital look books, web design & maintenance, GUI design, newsletters, banner ads, mailers, & video composition & editing.
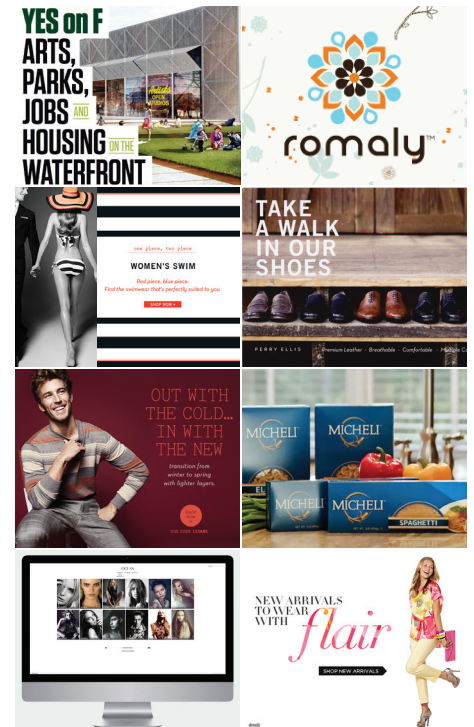
Senior Graphic Designer   »   Spine3D {November 2004 – December 2009}
- Managed & designed all collateral for the company including; identity system, brochures, ads, direct-mail, trade show displays, signage, electronic digital marketing, GUI design, web design & maintenance, apparel.
- Presented & executed creative concepts for clients such as logos, corporate identities, brochures, signage, & web design.
- Collaborated with company teams to execute marketing materials.

Freelance Designer   »   PIL Creative Group {April 2004 – October 2004}
- Assisted the Art Director in the design & layout of self-mailers, brochures, as well as other publications for Cunard Cruise Lines. Created mock-ups & board presentations for client pitches. Prepared & press checked files.

EDUCATION

Florida Atlantic University   »   {Summer 2003}
BFA in Graphic Design ~ Summa Cum Laude.

Miami-Dade Community College   »   {Spring 2000}
AA in Graphic Arts ~ Highest Honors & Divisional Award from the School of Design Technology.

SKILLS

Software
Photoshop   »   Illustrator   »   InDesign   »   QuarkXpress.
Basic working knowledge in – Dreamweaver   »   HTML   »   CSS.

Design
Page Layout   »   Logo & Identity Design   »   Digital Marketing   »
GUI Design   »   Web Design   »   Image Retouching.