

ALEJANDRO RODRÍGUEZ



Graphic designer and multimedia artist with 14 years of experience working across a wide range of industries in both agency and as a freelancer. High-skilled with various industry standards tools such as Photoshop, Illustrator, InDesign, After Effects, Premier Pro, and Figma. Vast experience conceptualizing for digital campaigns, rebranding projects, photo retouching, page layout, motion graphics, digital/traditional illustrations, and murals.



EDUCATION

Escuela de Artes Plásticas, Puerto Rico

Bachelor Degree in Graphic Design • GPA 3.70 • MAY 2009

Miami International University of Art & Design

One year completed in the Graphic Design program • MAY 2004



WORK EXPERIENCE

QOMPLX, Inc. US|UK – Digital Brand & Design Lead | FEB 2022 - JUN 2023

- Reinforced the company's brand guidelines by identifying and providing visual solutions to irregularities on all graphic material produced in-house.
- Collaborated with the sales team, marketing directors, and sales engineers defining strategies and visual directions based on the consumer's needs and the company's goals on both the US and LATAM markets.

The Elecetric Factory | UY – Graphic Designer

MAR 2021 - NOV 2021 • OCT 2023 - Present

- Managed digital campaigns' ads from the first draft to the final hand-off and ensured compliance with the brand's guidelines and client's requests.
- Produced new graphics and concepts for Walmart's digital campaigns which were recognized and awarded by the company and led the creative team to obtain creative autonomy.

Infopáginas | PR – Senior Graphic Designer | FEB 2022 - JUN 2023

- Assisting in the company's rebranding process by developing a new logo, graphic assets, and visual guidelines.
- Led our clients to increase their lead generation with creative visual concepts for different mediums such as motion graphics, google ads, web banners, and social media ads.

Cambio en Clave | PR – Senior Graphic Designer | JAN 2020 - PRESENT

- Strengthen brand identity by refreshing the logo and look and feel
- Reinforced brand awareness by creating engaging videos and motion graphics for social media, and creative assets for digital and print mediums.
- Collaborated on the establishment of new partnerships with local and world recognized brands such as Coca-Cola, AT&T, Pepsi, T-Mobile, Ford, Medalla Light among others, by creating captivating proposals and presentations showcasing the brand's experience and values.



FREELANCE

As a freelancer, I've continued exploring new tools and getting exposed to a wide variety of projects producing motion graphics, logo, digital banners ads and illustrations, social media ads, logo animation, video editing, custom layouts for print and digital, among others. Some of the brands I have work with are Snapchat, Walmart, Pepsi, Wyndmar Home and T-Mobile.



CONTACT

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AWARDS

Best Album Cover 2017

Awarded by Puerto Rico's National Foundation for the Popular Culture, for Juan Pablo Diaz's Latin GRAMMY nominee music album, "Fase Dos".

ARCO Art Fair. Madrid, Spain

Scholarship awarded by the School of Visual Arts of Puerto Rico



SKILLS

Photoshop

Illustrator

InDesign

After Effects

Premier Pro

Digital Illustration

Logo Design

Google Workspace

Figma

HTML

BILINGUAL

Spanish: Native

English: Fluent