

Roberto Rodriguez
Graphic Design(r)

+1 (213) 595-8896
E: hola@rg-rq.com

Education

09.2016-12.2020

ArtCenter College of Design

Pasadena, CA

BFA in Graphic Design

08.2011-12.2015

Riverside City College

Riverside, CA

AA in Communications, Media and Languages

AA in Fine and Applied Arts

AA in Humanities, Philosophy and Arts

Languages

Fluent in:

Spanish, English, and body language

Awards

Fall 2017 and Fall 2019

ArtCenter College of Design

ArtCenter Provost's List

09.2016-12.2020

ArtCenter College of Design

ArtCenter Undergraduate Scholarship

Graphic Department Scholarship

Recognition

2017-2020

ArtCenter Student Gallery

Pueblo Sonidero, Editorial (2020)

Maria of Los Angeles, Editorial (2019)

RIF.LA, Branding (2019)

Fuji, Branding (2018)

Palette, Editorial (2017)

References available upon request.

Experience

GOAT, Los Angeles, CA

Visual Designer

2020—Present

Managed the art direction for the website, app, and social media platforms and led a team of designers weekly to curate and produce content for campaigns and collections on the website. Worked cross-functionally with different teams to ensure the visual output aligned with the companies' goals and guidelines. Had an essential role in the Black Friday 2021 campaign, the most successful Black Friday to date.

ArtCenter Library, Pasadena, CA

Graphic Designer

2018—2020

Developed and designed an identity system for physical and digital applications. Directed part of the curation and production of the brand release where we live printed t-shirts and tote bags as giveaways. Also displayed the brand history and current development of process. During the on-site release event there were the most ever recorded number of attendees the Library has had.

ELLA Studio, Los Angeles, CA

Graphic Design Intern

2019—2019

Contributed to research and concept development for editorial design, worked with didactic texts for the Vincent Price Museum, and created logo marks for various businesses. Assisted the design of production for publications Cog•nate Collective: *Regionalia* and *Infinite Regress* by Eamon Ore-Giron.

Archetype Press, ArtCenter, Pasadena, CA

Teaching Assistant

2018—2019

Assisted professor Seth Drenner's letterpress class with the different methods of printing in California's largest letterpress printing facility. Instructions included how to set and clean a press, how to properly set type, and how to incorporate different letterpress techniques.

Atelier Ace, Los Angeles, CA

Graphic Design Intern

2018—2018

Assisted the in-house design team behind Ace Hotels, Sister City, and Maison de la Luz. Projects with marketing campaigns, visual identity development, photography curation, retouching for web and web store. Also created social media assets for their restaurants, bars, and clubs.

Digital

Strong working knowledge of:

Photoshop, Illustrator, InDesign, XD, Glyphs, After Effects, Premiere, Media Encoder, Bridge, Lightroom, Figma, and MadMapper

Familiar with:

Processing, HTML/CSS, Cinema 4D, and Arduino

Skills

Working knowledge of:

Photography, film (35mm, 120, 8mm), font design, videography, letterpress, laser cutting, bookbinding, woodworking, soccer, and men's hair grooming

Familiar with:

Risograph printing and screen printing

Set in El Centro by Roberto Rodriguez(rgrq)

rg-rq.com