

# AARON J. RODRIGUEZ

SENIOR DESIGNER

San Diego, CA

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310.3725706 mobile

Senior creative professional with over 15 years of experience in the advertising and digital marketing industry. I have had the privilege of contributing to national award-winning campaigns for renowned corporate brands such as Apple, Coca-Cola, Nike, Chevrolet, Levi's, Intel, Electronic Arts, Nintendo, and The National Basketball Association. Studio clients have included Paramount, Disney, Sony, and Dreamworks.

My career has featured diverse roles as a Graphic Designer, Interactive Designer, Motion Designer, and Art Director with prestigious agencies and companies including Apple, Goodby Silverstein & Partners, Pereira & O'Dell, and FCB West.

Experience

Senior Digital Designer + Motion Designer

San Diego, CA  
Apr 2019 - Apr 2023

## Cuker Interactive

- Senior Digital Graphic Designer and Motion Designer for award-winning San Diego based full-service digital marketing and eCommerce agency.
- Worked with a team of designers, art directors, copywriters, account groups, and operations managers to produce a variety of animated ads, promotional videos, and interactive design.
- Clients include GoMacro, Simply Solar, Vuori, Beecher's, Little Giraffe, Hydrafacial, PQ, Total Safety, Well Told, Yoga Design Labs, and more.
- Primary responsibilities include design and execution of promotional videos, animated digital ads (mobile, web), web page design, interface design, and marketing media. Projects included video and animated case studies, static and animated interactive social media ads, brand campaign videos, and assorted marketing and promotional animation, video design and editing. Also performed advanced Photoshop retouching and digital compositions of images used for ads and marketing needs for all clients.

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Senior Digital Artist

Los Angeles, CA  
Mar 2016 - Jan 2019

## High Wide & Handsome

- Senior Digital Artist for Los Angeles based agency serving national clients.
- Worked with a team of designers, art directors, copywriters, account groups, and operations managers to produce a variety of digital, print, presentation and web-ready assets and media.
- Clients include Constellation Brands (Clos Du Bois, Black Box Wines, Paul Masson Brandy), Nissin (Cup Noodle, Top Ramen), Ventura Foods (Dean's Dip, Marie's Dressing, LouAna Oils), ThinkThin, Yalla Mediterranean, Veggie Grill, and more.
- Primary responsibilities include design, construction and presentation of print, and digital ads (mobile, web). Projects include product packaging, static and rich-media web banners, interactive and animated web ads, web skins, magazine ads, and out of home projects (print billboards, digital billboards and displays, food truck wraps, etc.). Also performed Photoshop retouching and digital compositions of images used for ads and the assembly of presentation decks used for pitching new business to clients.

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Senior Designer

San Francisco, CA  
Jun 2014 - Aug 2015

## Pereira & O'Dell

- Senior Designer for award-winning agency serving national clients.
- Worked with a team of designers, art directors, copywriters, account groups, and operations managers to produce a variety of digital, print, presentation and web-ready materials.
- Clients included Microsoft (Skype), Coca-Cola, Airbnb, Intel, Fiat, The Cheesecake Factory, Bevmo!, Qdoba, Grand Lux Cafe, RockSugar Pan Asian Kitchen, Guitar Center, MSK, and more.
- Responsibilities included design and presentation of digital and print ads. Projects include static and rich-media web banners, interactive and animated web ads, web skins, print ads, and out of home projects (print billboards, digital billboards and displays, bus wraps, photobooth wraps, etc.). Also performed Photoshop retouching and digital compositions of images used for ads and the assembly of presentation decks used for pitching new business to clients.

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Digital Studio Director

San Francisco, CA  
Dec 2012 - May 2014

## FCB West

- Digital Studio Director for award-winning full service agency serving clients internationally.
- Worked with account teams, operations managers, art directors and led a team of digital artists to produce a variety of digital, print, presentation and web-ready materials.
- Clients included Electronic Arts, Levi's, Dockers, Habitat for Humanity, The Nature Conservancy, Air New Zealand, Kikkoman, Ghirardelli, PG&E and more.
- Responsibilities included design, construction, formatting, and delivery of final print and web-ready mechanical files to vendors. Projects include static and rich-media web banners, interactive and animated web ads, web skins, print ads, and out of home projects (print billboards, digital billboards and displays, bus wraps, photobooth wraps, etc.).
- Other major responsibilities include Photoshop retouching of images used for ads and the design and assembly of all new business materials and presentation decks used for pitch meetings.

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Interactive Designer

Cupertino, CA  
Feb 2012 - Nov 2012

## Apple Inc.

- Interactive production designer for [Apple.com](http://Apple.com) international commercial website.
- Work with creative directors, art directors, producers, copywriters, information architects, as well as other interactive designers to produce web-ready deliverables to integrated development team.
- Responsibilities included UI design, construction, formatting, and delivery of final web-ready mechanical files to in-house development and coding teams.

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Digital Artist

San Francisco, CA  
Jun 2010 - Feb 2012

## Goodby Silverstein & Partners

- Digital production artist for award winning agency serving national clients.
- Worked with account teams, operations managers, art directors as well as other digital artists to produce a variety of digital, print, presentation and web-ready materials.
- Clients included Chevrolet, Sprint, Adobe, Yahoo!, The National Basketball Association, Nintendo, HP, Logitech, Kayak, Sonic, TD Ameritrade and more.
- Responsibilities included construction, formatting, and delivery of final print and web-ready mechanical files to vendors. Projects include static and rich-media web banners, interactive and animated web ads, "sign up/sign in" (SUSI) pages, web skins, print ads, and out of home projects (print billboards, digital billboards and displays, bus wraps, photobooth wraps, etc.).
- Other major responsibilities include Photoshop retouching of images used for ads and the assembly of presentation decks used for pitching new business to clients.

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Art Director

San Francisco, CA  
2009 - 2010

## DINE Marketing

- Art Director for agency specializing in upscale food and beverage clients. Projects included web and print ads (for magazine and newspaper), packaging design, web and television campaigns, storyboards, client collateral, sell sheets, and industrial signage and banners.
- Major clients included Columbus, Le Tourment Vert, A.G. Ferrari, Woodside Winery, Betty Crocker, Pasta Pomodoro, and Black Angus Restaurant.
- Other responsibilities included Photoshop retouching, photography, color correction, and digital image manipulation.

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Graphic Designer

Los Angeles, CA  
2008 - 2009

## Fluent Advertising

- Graphic Designer for entertainment related web and print ads, collateral, and packaging design such as DVD and Blu-Ray box art, disc label art, magazine ads, sell sheets, and more.
- Major clients included Sony Pictures, HBO, Paramount, Weinstein, NBC, and Gaiam.
- Designed collaboratively with Creative Director and Senior Designers.

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Production Designer

Santa Monica, CA  
2007 - 2008

## Weston/Mason Entertainment Advertising

- Production Designer for entertainment related web and print ads, collateral, and packaging design such as DVD and Blu-Ray box art, disc label art, magazine ads, sell sheets, and more.
- Major clients included Universal, Paramount, Miramax, Disney, and Buena Vista.
- Designed collaboratively with Senior Designers and Art Directors.
- Primary department production artist for all media mechanical assembly, prepress, duplication, and uploading of media.
- Trained production staff for prepress preparation and building of media mechanicals.

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Junior Art Director

El Segundo, CA  
2006 - 2007

## The Motta Company

- Jr. Art Director for agency specializing in luxury lifestyle promotion with a variety of clients. Projects included magazine and newspaper ads, web and television campaigns, client collateral, and industrial signage.
- Clients included Hotel Nikko, St.Regis Resort & Spa, Castle & Cooke, and Hampton Lake.
- Other responsibilities included photography, color correction and Photoshop retouching.

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Development Editor

Redwood City/Playa Vista, CA  
2005

## Electronic Arts

- Product development editing through alpha and beta stages of games.
- Edited and wrote front end map description and game description copy.
- Titles included Battlefield 2 and Sims 2:Nightlife (Expansion Pack)

### Education

Bachelor of Fine Art Degree / Visual Design +  
Animation

San Francisco, CA

## Academy of Art University

- Graduated on President's List, Honor Roll
- Chief Editor and co-founder of Official AAU Monthly student publication
- Directed team projects in a variety of media, from graphic design and illustration to video production and animation



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Associates in Art Degree / English Major

Los Angeles, CA

## Moorpark College

- Major in English with emphasis on Creative Writing (Copywriting, Journalism, and Narrative)
- Minor in Graphic Design

### Skills

## Platforms and Applications

\*\*Highly proficient with Adobe Creative Suite, including but not limited to Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Dimension 3D, and Acrobat.\*\*

- Other tools used include Figma and Element 3D
- Exceptionally skilled translator of concept and written material into developed visual presentation
- Uniquely adept communicator with clients, artists, producers, and marketers
- Outstanding visual, written, and verbal communication skills; meticulous attention to detail
- Expert command of grammar; able to present ideas clearly and concisely
- Highly personable and fun to work with; excellent organization abilities and team leadership skills

\*\*Excellent references and hard copy portfolio provided on request\*\*

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Aaron J. Rodriguez

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