

# JENNIFER RODRIGUEZ

GRAPHIC DESIGNER

## Contact

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## Skills & Abilities

### Graphic Design

Visual Design  
Branding  
Layout Design  
Typography  
UI /UX Design  
Concept Development  
Design Principles  
Visual Ideation  
Environmental Design  
Signage Design  
Information Design  
Illustration  
Drawing

### Technical Tools

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Adobe After Effects  
Adobe Premiere Pro  
Keynote  
Microsoft Office  
Social Media  
Production

### Interpersonal Skills

Collaboration  
Problem-solving  
Team Player  
Empathetic  
Time Management  
Highly Organized  
Strong Communicator  
Management Skills

## Affiliation

AIGA San Francisco

## Summary

An adaptable designer with strengths in branding, visual design, photography, print, and digital graphic designs. Team player motivated to collaborate with other designers.

## Education

### Master of Arts, Graphic Design & Digital Media / 2023

Academy of Art University, San Francisco, CA  
*Courses included Type Experiments, Branding, Visual Thinking, Digital Design Studio, Type Systems, Visual Literacy, Type Forms*

### Bachelor of Arts, Studio Art, Minor in English / 2014 – 2018

Lewis & Clark College, Portland, OR

## Recent Projects

### Graphic Design & Branding

#### National Audubon Society Rebranding Concept / 2022

Created a modern cohesive branding system through research, strategy, and development. Designed brand guidelines, logo variations, visuals, and mockups of various marketing collateral using Adobe Software. Created brand extensions, business system, and a website using InDesign, Photoshop, and Wix.

### Visuals & UI Design

#### Forest Hugs Website and Mobile App for an Online Gallery / 2021

Designed an online gallery that showcased the work of photographers who promoted climate change and the effect it has on the forests. Developed style guides, wireframes, and a clickable prototype using Adobe XD. Created a website, mobile app, and social media.

## Experience

### Graphic Design Internship / 2020 – 2021

Leonardo/ISAST, Oakland, CA

Designed graphics to promote and advertise services on social media platforms. Created a new web layout. Developed strategies for re-branding. Collaborated with coworkers on starting a gap year program.

### Photo Internship / Palo Alto Weekly / 2019

### Visual Associate Williams-Sonoma / 2018 – 2019