

Aaron J. Rodriguez

GRAPHIC DESIGNER / DIGITAL PRODUCTION ARTIST

San Francisco, CA

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310.3725706 mobile

A highly skilled designer and production artist with over 6 years of agency experience seeking a position in a collaborative creative environment.

My goals are to strengthen your company's digital marketing and to be an integral part of fulfilling both your short and long term business objectives.

Experience

Digital Artist

Goodby, Silverstein & Partners

San Francisco, CA

Jun 2010 - Present

- Digital production artist for award winning agency serving national clients.
- Worked in a team-based dynamic 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, Yahoo!, The National Basketball Association, Adobe, 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.

Designer / Sr. Production Artist

San Francisco, CA

2009 - 2010

DINE Marketing

- Graphic Designer and Sr. Production Artist 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 image manipulation

Designer / Senior Production Artist

North Hollywood, CA

2008 - 2009

Fluent Advertising

- Designer and Senior Production Artist for entertainment 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 based on client representative feedback.
- Coordinated all assembly, preflight, duplication, and uploading of media.

Jr. Designer / Production Artist

Weston/Mason Entertainment Advertising

Santa Monica, CA
2007 - 2008

- Jr. Designer and Production Artist for entertainment 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.

Production Artist / Assistant Art Director

The Motta Company

El Segundo, CA
2006 - 2007

- Production Artist and Assistant 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.
- Handled all preflight duties including prepress, mechanical assembly, duplication, and all upload/transfer of media for production.
- Clients included Hotel Nikko, St.Regis Resort & Spa, Castle & Cooke, and Hampton Lake.
- Photoshop retouching, photography, color correction, and image manipulation.

Graphic Designer
Encore Media

Culver City, CA
2005 - 2006

- Designed and illustrated original brand identity compositions on a variety of commercial telecommunications related projects.
- Principal graphic designer and digital illustrator for all agency campaigns.
- From original sketches to final digital composition, collaborated with art directors to produce successful design solutions.

Development Editor
Electronic Arts

Redwood City/Playa Vista,
CA
2005

- 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 / Illustration + Design
Academy of Art University

San Francisco, CA
2000 - 2004

- 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

Moorpark College

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

Skills

Platforms and Applications

Highly proficient in Adobe Creative Suite 5/5.5 (Photoshop, Illustrator, and InDesign), Acrobat, Bridge, Keynote, QuarkXpress, and all leading word processing, FTP, and media duplication software on both Mac and PC platforms. Working knowledge of Adobe After Effects and Final Cut Pro.

- Exceptionally skilled translator of concept and written material into developed visual presentation
- Uniquely adept communicator with 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, team leadership

Excellent references and hard copy portfolio provided on request