

Gerardo Rodriguez

CREATIVE/LEAD DESIGNER



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"The feelings and emotions need to be transcribed through the user experience in order to acquire human connection. It is only until then where a good design is executed, in most cases unknowingly. Ultimately resulting with the public being subconsciously familiar with less worthy design."



Experience

2018 - Present

Lycamobile USA Inc - Graphics Designer

Partnership with major retailers • Trade Events

Lead in conceptualizing, development and creation of competitive creative assets to stay in market including print, user interface, web/interactive and digital for above and low line marketing projects that create demand, build brands and drive engagement. Collaborating, working closely and consistently with various partners and departments to develop a clear understanding of the brand's services/product in accordance to the righteous design. Understanding of various platforms resulting in tailored content throughout all mediums taking care of marketing intentions while understanding the consumer, trends and technology.

Nationwide marketing campaign - developed & led company's design & communication in all aspects of marketing.

Spring 2017

Washington Middle School - Instructor/Assistant

Long Beach, CA - Derived a 12 week plan for eighth graders to produce a fully designed 3D retail store. Instructed design fundamentals along with assigned exercises

Summer 2014

JukinVideo - QA & IT Intern

QA testing and IT intern, data processing, test casing, server and wiki maintenance

Coordinating temporary employees to execute assigned projects



Education

2014-2017

California State University Long Beach - **Graduate - BA, Design**

2012-2014

California State University Long Beach - **BS, Computer Engineering**



Knowledge

InDesign
Illustrator
PowerPoint
Photography

Adobe After Effects
Photoshop
Excel
Word

Audio/Video Editing
3D Modeling
Windows
Mac OSX

UI/UX
Rendering
AutoCAD
Java

Typography
Branding
Binary
Computer Logic Design

Motion Graphics
Marketing