

RODRIGO CÁCERES GARZÓN

GRAPHIC DESIGNER

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Graphic designer specialized in brand creation, development, and maintenance; oriented to innovation, sustainability, and inclusion. Through strategic design and communication skills, I propose projects to solve them clearly and effectively, to make a memorable and unique brand with a special essence.



WORK EXPERIENCE

CORNERSTONE GROUP:

- CORNERSTONE
- CAREER PARTNERS
- CL SELECTION

GRAPHIC DESIGNER FREELANCE
APRIL 2020 - JULY 2021

GRAPHIC DESIGNER
AUGUST 2019 - MARCH 2020

GRAPHIC DESIGNER INTERN
JANUARY 2019 - JULY 2019

- Creation and development of brand identity
- Design of advertising and brand material
- Design and implementation of social media strategy
- Development of internal and external communication
- Development of audiovisual material
- International support designer
- Marketing area support

FLOWFFY CLOTHING

GRAPHIC DESIGNER
SEPTEMBER 2019 - SEPTEMBER 2020

- Creation and development of the brand from scratch
- Brand identity design
- Creation of audiovisual material
- Design of publications for social networks
- Social media administration
- E-commerce website design



EDUCATION

UNIVERSIDAD SAN IGNACIO DE LOYOLA - LIMA, PERÚ PROFESSIONAL DEGREE ARTE Y DISEÑO EMPRESARIAL	2021
UNIVERSIDAD SAN IGNACIO DE LOYOLA - LIMA, PERÚ BACHELOR DEGREE ARTE Y DISEÑO EMPRESARIAL	2019
SAN IGNACIO UNIVERSITY - MIAMI, EEUU MARKETING	2017
SOCIAL MEDIA GRAPHIC DESIGN	JUNE 2020
ADOBE PREMIERE: POST PRODUCTION	JUNE 2020
E-COMMERCE FOR BEGINNERS	JUNE 2020
DIGITAL MARKETING ON FACEBOOK: GROW YOUR BUSINESS	JUNE 2020
AFTER EFFECTS: CREATE DIFFERENT MINIMALIST ANIMATIONS	JULY 2020
BRANDING: CREATE A VISUAL IDENTITY	AUGUST 2020
BRANDING: OFF ROAD	OCTOBER 2020
MARKETING WITH INFLUENCERS	OCTOBER 2020



LANGUAGES

ENGLISH KAPLAN INTERNATIONAL LANGUAGES 2021 LEVEL: C2 - PROFICIENCY
PORTUGUESE CERTIFICATE IN ADVANCED LANGUAGE 2014



PROFESSIONAL SKILLS

- BRANDING	- ILLUSTRATOR
- ADVERTISING	- PREMIERE PRO
- VIDEO EDITION	- AFTER EFFECTS
- ANIMATION	- PHOTOSHOP
- PHOTOGRAPHY	- INDESIGN



VOLUNTEERING

SPORT OPERATION LIMA 2019 PARAPAN AMERICAN GAMES 2019
KAPLAN AMBASSADOR KAPLAN INTERNATIONAL LANGUAGES 2021