

Diana Rodríguez

UX/UI Design • Graphic Design

Contact



(734) 510 - 0149



dianerr03@gmail.com

Education

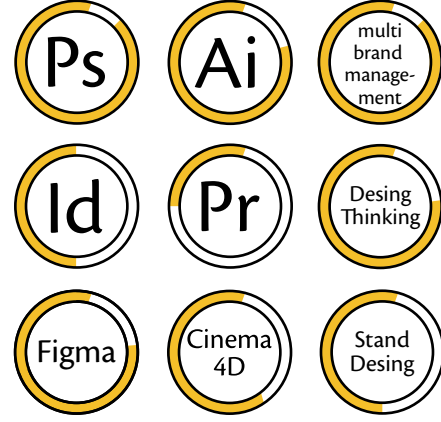
- 2023 • UX/UI Bootcamp**
I gain a lot of experience in tackling complex projects, mastering the theories and tools utilized by contemporary designers and implementing user-centered design to create compelling designs and user experiences.
[Georgia Institute of Technology](#)
- 2021 • Google UX Design Professional Certificate**
[Google - Coursera](#)
- 2020 • UI/ UX Design Specialization**
[Cal Arts - Coursera](#)
- 2016 • Digital Illustration Course**
[Art school - Altos de Chavon](#)
- 2016 • College Degree in Advertising**
In my thesis statement, I work with my teammates on a proposal to enroll in a BTL campaign pro fundraising for TECHO, a charity foundation that seeks to build fair, integrated and poverty-free societies by building houses and safe spaces for the communities. We develop a strategy to streamline fundraising for the foundation with BTL advertising, commonly known as non-conventional advertising but also as one of the cheapest ways of advertising, which is the most ideal when working with a brand with low resources.
[UNAPEC](#)
- 2016 • Quantum Learning for students (QL-S) and Quantum Learning for Teachers (QL-T) Teaching Course**
Teaching methodology oriented to educate students and teachers in diverse learning and teaching methods to help them improve the dynamics in and out of the classroom.
[Entrena RD](#)
- 2012 • High School Degree**
[Colegio Loyola](#)

Skills

Personal

- Critical thinking
- Dynamic
- Flexible
- Interpersonal Skills
- Team work
- Leadership
- Problem Solving

Professional



Languages

Spanish ●●●●● English ●●●●●

Work Experience

- March 2022 - August 2022 • Graphic Designer**
Design and Animation department
I worked primarily designing logos and graphic lines for digital programs, projects and brands of the company. Adobe Photoshop and Illustrator are my main everyday tools. I create content for their social media accounts and I was in charge of designing the company's Service Catalog and their Portfolio.
[LASO Films](#)
- June 2020 - April 2021 • Campaing Design Specialist / QA**
Digital Department
Responsible for designing email marketing templates for small and medium-sized businesses. Proudly recognized with the Design of the Month award in three occasions during my time here. Served as QA and auditor for my peers by conducting design reviews for the purpose of aiding the team achieve our monthly quantitative goals without compromising our team's design quality standards. Proactively chose to and was granted the chance to serve as mentor for two of our new hires.
[Newtech / Endurance, Constant Contact Team](#)
- June 2018 - December 2019 • Visual Designer**
Creative department
I worked primarily with BTL advertising but got the change to work a few ATL advertising campaigns. Adobe Photoshop, Illustrator and Cinema 4D were my main everyday tools. I help in the re-branding of their corporate brand identity, from Promos Caribe to Landmark, and I help them win two of the brands they had during the time I was still working with them.
[Landmark](#)
- Mayo 2017 - Junio 2018 • Graphic Designer**
Creative department
I worked mostly with BTL advertising, primarily with Adobe Photoshop, Illustrator and Indesign. While working there I discovered 3D design of advertising spaces, stands, and product packages. That's the reason I started to learn the bases of Cinema 4D.
[Promofactory SRL](#)
- August 2016 • Facilitator/Instructor**
Proyect "Alerta Joven
I worked with kids between the ages of 7 to 14, imparting the Quantum learning methodology in the camp "El beisbol está contigo".
[USAID / Entrena RD](#)
- August 2016 • Lead decotator**
Proyect "Alerta Joven
My role was not only to decorate the space and the stage but also to create interacting decorations for the designated space and work with the lights position.
[USAID / Entrena RD](#)
- May - June 2016 • Facilitator/Teacher**
Proyect "Alerta Joven
During those months I went to public schools to teach educators and teenagers the Quantum learning methodology to improve their attitudes toward the teaching and learning process, to create more engaging learning enviroments.
[USAID / Entrena RD](#)
- July 2015 - May 2016 • Content Manager / Graphic Designer**
Dere Media
I worked curating, writing and designing content for several brands on the food, transport, beauty, and health fields. I also had the chance to learn how to create and work digital brand strategies.
[Digital Marketing department](#)
- May - April 2013, 2014, 2015 • Lead decotator**
Youth Easter Gathering in San Jose of Calazan's Church
[Stage design and decoration](#)
- May - August 2014 • Intern**
Creative department
Working in a relatively big agency not that while after starting my career let me understand the creative process and the dynamics inside an agency.
[Cazar BBDO](#)
- July - August 2012 • Intern**
Production department
Internship working with the production department.
[Panamericana Films](#)

References

- **Alejandro Subervi.** Graphic Designer
(829) 804 - 6251
Promofactory SRL
- **Dayan Saba.** Creative Director
(829) 804 - 6251
Landmark
- **Brenda Bido.** Creative Director
(829) 804 - 6251
Promofactory SRL
- **Manuel Barrientos.** Storyteller
(829) 804 - 6251
Landmark