

FRANCISCO GUTIÉRREZ-RODARTE  
DIGITAL GRAPHIC DESIGNER

fj.rodarteg@gmail.com  
720-275-3180  
Fort Collins CO. 80524

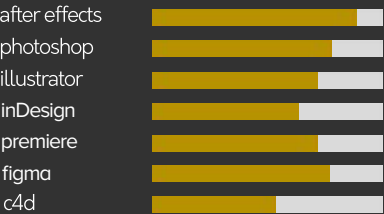
Portfolio: [www.franciscorodarte.com](http://www.franciscorodarte.com)



About myself.

I am a Digital Graphic Designer with eight years of experience in digital content design work. I have experience working with large and small businesses in projects related to branding, social media marketing, motion graphics, web design & development, video editing and other technical design disciplines. I am passionate about finding innovative solutions to complex challenges, and I enjoy working closely with my clients to ensure that the work is of the highest quality.

Design Tools.



Languages.

English | Professional working proficiency  
Spanish | Native speaker

Skills.

Video editing  
Motion graphics  
Social media marketing  
Brand development  
Print production  
UI & UX Design  
HTML5, CSS3 and JavaScript  
WordPress  
Photography  
Cross-functional teamwork  
Agile & Lean Methodologies

References.

Luis Carlos Pardo Alvarez  
Sr. Graphic Designer and Content Creation  
Design Team Leader at Samsung Research Tijuana  
[L.pardo@samsung.com](mailto:L.pardo@samsung.com)

Dra. Lucía Beltrán Rocha  
Academic Director at CETYS University  
[lucia.beltran@cetys.mx](mailto:lucia.beltran@cetys.mx)

Cecilia María García Muñoz  
Projet Manager Luciérnaga Agency  
[ceciliamgarciam@gmail.com](mailto:ceciliamgarciam@gmail.com)

EDUCATION.

CETYS University  
Ensenada, BC  
BFA Digital Graphic Design  
CETYS Honorary Academic Medal  
2010-2015

Soonchunhyun University  
Asan, South Korea  
Academic Exchange Program  
English Teacher Assistant  
2013-2014

LABASAD Barcelona  
School of Arts and Design  
Barcelona, Spain  
Master's degree in Motion Graphics  
2021-2022

PROFESSIONAL EXPERIENCES

CETYS University 2017-2022  
Academic Program Dean and Digital Graphic Design Associate Professor

- Coordinated the department's schedule of course offerings with the aim to expose students to the cutting-edge technology in the field.
- Maintained academic quality and departmental vitality through the oversight, recruitment, and retention of faculty, staff, and students.
- Promoted the program and interview potential student candidates.
- Advocated for and supported the university through extracurricular activities including, but not limited to, open houses and graduation ceremonies.
- Coordinated events such as Digeek, Expo Ingenieria, IDGD Talks and Expo IDGD which were designed to expose students to the digital design industry and provide an outlet for students to network with industry professionals.
- Taught several Digital Graphic Design courses such as Introduction to Digital Graphic Design, Motion Graphics, Multimedia Programming and Web Design & Development to university students of different levels.
- Created posters, flyers and social media content to advertise the professional areas of expertise of the academic program of Digital Graphic Design at CETYS University.

SOME Studios 2016-2022  
Creative Director - Graphic Designer Freelance Agency

- Planned, designed and produced branding, marketing materials, web design and development, and promotional videos for a varied number of nonprofit organizations such as the environmental conservation groups Pronatura Mexico AC, Raise the River and health and wellness organizations such as Todos Santos.
- Designed a 2D/3D motion graphics science video for Simon Fraser University to showcase the University's research efforts in finding novel antibiotic therapeutics.
- Led the digital design and marketing efforts of several international sporting events such as the TRUJEX Triathlon in Ensenada, Baja California, Mexico, where I designed a wide variety of marketing print and digital applications including flyers, signage, flags, social media graphics, motion graphics, web design and development.

Samsung Research Tijuana 2014-2017  
Sr Content Creation Graphic Designer

- Lead several graphic design projects for Business-to-business and Digital Signage Expos in America, Europe and Asia focusing on its solutions and digital signage displays content.
- Visited Samsung Electronics Co., Ltd., headquarters at Suwon, South Korea in the capacity of content creation support for the biggest LED Display inauguration in South Korea, and gave presentations to Board Members regarding Samsung Mexico's progress in current and future projects.
- Additionally, I collaborated with app and frontend developers to create interactive Smart TV and web applications. These collaborations led to several entertaining games and digital signage solutions for Retail, Health, Hospitality, QSR and other companies.

OTHER EXPERIENCES AND AWARDS

ADG Laus Graphic Design and Visual Communication Awards, Spain 2023  
Master's degree project selected by LABASAD Barcelona School of Arts and Deisgn to participate at the Spain Laus Awards that recognize the best projects in five categories: Graphic Design, Digital, Advertising, Audiovisual and Students.

FEMINEW 2019  
Led an Animation and Mobile App Integration workshop for the FEMINEW event. A collaboration between Consulate General of the United States in Mexico and CETYS University aimed at high school women with the purpose to empowered Mexican adolescents women and promote the interest in science, engineering and mathematics, as well as such as entrepreneurship and innovation.

CETYS Honorary Academic Medal 2015

Corporación del Fuerte-California State University San Bernardino Scholarship 2015  
Awarded a scholarship to be part of a full-time, week-long seminar on the Business and Corporate Culture Program at CSU San Bernardino.

Colorado State University Council of International Student Affairs (COISA) 2014  
Worked with the CSU Council of International Student Affairs (COISA) and created the organization's original logo and branding applications.

Cultural Internship Scholarship 2013  
Participated in the 1:1 Language Exchange Program and granted the Cultural Internship Scholarship that covered the dormitory fee waiver at Soonchunhyun University, South Korea.

International Mobility Scholarship 2013  
Awarded the International Mobility Scholarship, administered by the General Directorate of International Relations (DGRI) and granted by the Secretary of Public Education (SEP) in order to promote the training of Mexicans in foreign universities in Canada, Europe or Asia Pacific.

TOP CHINA Santander, Beijing China 2013  
Awarded the Top China Santander - FIMPES Scholarship to be part of a cultural and academic program at the Beijing Technological Institute (BIT).

