



# Rodrigo Rosales Moya

GRAPHIC DESIGNER •  
ILLUSTRATOR • DEVELOPER

## CONTACT

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## MY LINKS

🐙 [rodo08](#)

🌐 [rodigosalesmoya](#)

📧 [rodigosalesmoya.netlify.app](#)

📺 [mnf.red/rodigosalesmoya](#)

## Languages

Spanish



NATIVE/BILINGUAL

English



NATIVE/BILINGUAL

## Introduction

I am an art director with over 7 years of experience working in advertising agencies and design studios. I enjoy finding creative and innovative solutions for the projects I work on. I have been exploring the world of programming and completed a Fullstack web development bootcamp, and I have discovered that my skills as a graphic designer and art director are also very useful in this field.

As a programmer, I have experience in web development and can use my developer knowledge to create unique and attractive designs. I also have skills in illustration and graphic design, which allows me to create visually appealing and effective designs for the projects I work on.

I am excited about the opportunities and challenges in the field of design and programming, and I am ready to apply my skills to new and interesting projects.

## My skills



Adaptability to change



Continuous learning



Attention to detail

## My best practices

I consistently strive to adhere to software development principles, prioritizing DRY, YAGNI and KISS. I firmly believe that following these philosophies is crucial for building efficient and sustainable code. Maintaining good coding practices not only facilitates maintenance but is also key to the successful expansion of any project.

My approach aligns with SOLID principles, ensuring a robust and flexible software architecture. Additionally, I have significant experience working with the Kanban model, where efficiency and collaboration are paramount. I am committed to applying these methodologies and practices to each project to achieve optimal and sustainable results over time.

## Technologies and tools

### I MASTER

HTML / CSS / Figma / Redux / React / Sass / JavaScript / Adobe Photoshop / Adobe Illustrator /  
Adobe InDesign / Adobe CC / Jest

# PROFESSIONAL EXPERIENCE/CAREER



## Mezcla.cl

### Freelance Graphic Artist

Jul 2012 — TODAY (11 yrs. and 7 months)

Freelance Designer position developing and executing effective layout designs for digital and printed materials, including brochures, catalogs, and packaging. I ensured that each design was visually engaging, easy to read and navigate, and effectively communicated the brand's message and offerings.



## Restaurantes SCHOPDOG

### Graphic Designer

Oct 2014 — Oct 2017 (3 yrs. and 1 month)

I served as Senior Graphic Designer at Schopdog franchise, crafting marketing graphics for campaigns, social media, and branding. Collaborated with marketing to align designs with brand and audience. Expert in impactful visuals, print prep, production oversight, and on-time, budget-friendly delivery. Wrote enticing copy for posters, flyers, online ads. My expertise covers diverse channel graphics, production management, and compelling promotions.



## Ají

### Creative - Art Director

Apr 2012 — Oct 2014 (2 yrs. and 7 months)

Vast exp. creating retail graphics for diverse brands. Led design, ensuring brand alignment and audience appeal. Expert in print-ready files, elevating engagement through art direction, layout, and illustration for effective campaigns.



## Pedro Juan y Diego Publicidad

### Graphic Producer

Jan 2011 — Dec 2011 (12 months)

In my role as a Graphic Producer, I prepared digital files for high-quality print in diverse marketing outlets. Collaborated closely on brand-aligned designs that hit home with the intended audience. Managed the entire production process, ensuring punctual, cost-effective delivery, with keen attention to detail for impeccable outcomes.



## Pizza Hut

### Graphic Designer

Jul 2010 — Dec 2010 (6 months)

Role as Graphic Designer developing graphic materials for digital and printed channels for Pizza Hut, Taco Bell and Friday's food franchises.

## Degrees



DUOC UC

### — Bachelor's degree in Graphic Design

Mar 2007 — Dec 2011 (4 yrs. and 10 months)

Graphic Designer from Duoc UC trained to produce graphic elements, design creative solutions for visual communication, and manage graphic design projects in the areas of Graphic Production, Interfaces and Interactions, and Visual Identity Systems, according to client, user, and market requirements.

#### TECHNOLOGIES AND TOOLS

JavaScript / HTML / CSS / Figma / Adobe Photoshop / Adobe Illustrator / Adobe InDesign

## Courses & Self Training

### — Full-Stack Web Development, [ISDI Coders](#)

Sep 2022 — Dec 2022 (4 months)

## Certificates



### EF Standard English Test (EF SET): C2 Proficient

Issued by: ES SET

Feb 2023 — TODAY (12 months)



**BUT WAIT...**  
**THERE'S EVEN MORE IN MY PROFILE.**

This is a short version of my profile, but a longer one is available where you can see more interesting and relevant data.

[+ Click here](#) or scan the QR code