



Teresa Rodriguez

GRAPHIC DESIGNER

Experienced visual communication professional and creative problem-solver, with a versatile skill set enhanced by self-education and modern media technologies.

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EDUCATION

University of the Arts, Philadelphia, PA Bachelor of Fine Arts with Honors

SKILLS & SOFTWARE

- **Design and Production:** Graphic Design, Print Production, Digital Illustration, Page Layout, Website Prototyping and Design, Creative Problem-Solving; Strong understanding of design and production for both print and digital outputs, with a meticulous approach to details and brand consistency, allowing for continuous growth and innovation
- **Software Proficiency:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, XD, Premiere Pro, After Effects), Microsoft Office 365 (Word, Excel, PowerPoint), Figma, Google Workspace, Mailchimp, Constant Contact, Canva
- **Technical Skills:** Scripting (HTML, CSS, JavaScript, AppleScript), Image Editing, Prepress, Proofing, File Preparation, Prototyping Tools, and Content Management Applications
- **Communication and Collaboration:** Clear communication and presentation skills, ability to work collaboratively in team settings or independently, adept in brainstorming sessions, and capable of managing multiple projects with tight deadlines; comfortable working in a flexible, remote work environment while managing multiple priorities and adapting to changing demands with ease.
- **Organizational Skills:** Strong organizational abilities, asset management, maintaining file structures, attention to detail, and ensuring all components are correctly prepared for production

EXPERIENCE

2011 – 2024 • Cape Gazette, Lewes, DE • Senior Designer

- Designed and managed projects from concept through completion, ensuring brand integrity and quality control across all print and digital media.
- Collaborated with account representatives, clients, and team members to create effective brand identities and marketing campaigns.
- Developed and maintained websites for various clients and company-related entities, enhancing online presence and engagement.
- Produced high-quality visual content, including static and motion web banner ads, brochures, and promotional videos, aligning with diverse audience needs.
- Led efforts in image editing, photo processing, and video production for advertising and editorial purposes.
- Improved departmental workflow with custom scripting and automation, resulting in improved efficiency and expanded service offerings.

2009 – Present • Freelance Work • Production Artist and Designer

- Created a wide range of design materials, including advertisements, brochures, booklets, posters, vehicle wraps, and interior wall graphics.
- Developed logos, branding, and website designs tailored to client needs, ensuring high-quality, impactful visual communication.
- Produced videos for theater promotions and various productions, enhancing audience engagement through compelling content.