



# Teresa Rodriguez

GRAPHIC DESIGNER

Visual communication professional with over 15 years of experience creating content-driven, engaging print and digital designs that enhance storytelling and increase audience engagement.

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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 detail 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 Software.
- **Communication and Collaboration:** Clear communication and presentation skills, ability to work collaboratively in team settings or independently, adept in brainstorming sessions, and capable of handling 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

### 2009 – Present • Various Companies • Freelance Artist and Designer

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

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

- Produced high-quality graphics and layouts for booklets, brochures, advertisements, static and motion web banners, social media posts, and newsletters, with emphasis on audience-focused designs and effective storytelling for impactful marketing campaigns and editorial pieces, all under numerous deadlines.
- Handled image editing, photo processing, and video production for advertising and editorial purposes.
- Collaborated closely with editorial and production teams to create cohesive visual narratives for various platforms, ensuring brand consistency across all channels.
- Designed and maintained websites, working on both visual and technical implementation, improving user experience and online interaction.
- Used custom scripting and automation to streamline production processes, improving efficiency and expanding the team's service capabilities.