

Adam Rodriguez (b.1993) is a Mexican-American digital designer based out of Chicago.

Exploring contemporary design practices with a strong focus on UX/UI, typography, branding, and attention to detail.

Producing meaningful solutions through function and clarity of design. On and off the screen.

Experience

Identiti

2020-2021 Marketing Manager

Responsible for marketing campaigns, web development, and social media content/growth.

Maintained and developed physical/digital collateral for the brand and assisted sales in online campaigns through data and targeted research.

2018-2020 Designer

Designed and produced visual elements for clients such as: Verizon, AT&T, Burlington & more to assist in building the brand vision and ensure accuracy with the signage.

Worked within a small yet experienced design team; creating brand guides, signage bundles, and in-house collateral for marketing.

2017-2018 **Promark**

Designer

Maintained collateral and print design for Promark's ten internal companies. Assisted in package design with custom built icons, type, and image assets.

Introduced a new website initiative with a primary focus on page optimization, SEO, and responsive architecture.

2016-2017 **Digital Alliance**

Jr. Designer/Intern

Worked closely under the directors to produce both commercial and film collateral such as: digital graphics, concept art, ad development, and email campaigns.

Education

2012-2016 Illinois College (BA)

Communication & Rhetorical Studies

Awards

2021 CSSDA (4x)

2021 Portfolio

2020 AWWWARDS (1x)

2020 Portfolio

2020 CSSDA (4x)

2020 Portfolio

Tools

Adobe XD
Animation (After Effects)
Art Direction
Branding
Commercial Design
Digital Design
Figma
HTML/CSS
Illustrator
Javascript/Jquery
Photoshop
Web Development
Webflow
Wordpress