Jonathan Rodriguez,

# Jon Rodz

Designer

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## DESIGN EXPERIENCE

**eCommerce Developer,** Remote
CAST Schools Network — Jul 2021 - Present

CAST is a network of specialized career themed in-district public charter schools
Initiated, developed, designed & launched an eCommerce shop

- Responsible for the development and design of the eCommerce shop
- Creation of initial Designs
- Determined launch of the e Commerce store
- Gathered approval and buy-in from Accounting, Districts, and Principals

**Product Design Lead,** Remote
Best Earth Ever (BEE) Project — Jun 2021 - Aug 2021

BEE Project is a non-profit dedicated to training the next gen. green workforce
San Antonio ISD needed a human-centered solution to reduce energy use

- Responsible for leading a team of 4 to accomplish multiple design goals
- Created a design solution to reduce energy by 5% to save $700k for the client
- Reported weekly to the Chief Executive and Chief Technology Officers
- Designed the solutions and gather buy-in

**Marketing and Communications,** San Antonio TX
CAST Schools Network — Oct 2019 - Feb 2021

CAST is a network of career themed in-district public charter schools
Created tailored communications and media strategies to build messaging.

- Pioneered a High School level intern position and lead a team of 4
- Created a Social Media Marketing Strategy for enrollment
- Reported weekly to Marketing And Communications Director
- Created content and post weekly on various communications platforms

## AWARDS

**Adobe Design Circle Scholarship,**
By Adobe & IEE — 2021

Awarded 1 of 10 international scholarships for upcoming student designers going into experience design-related careers, focusing on candidates who have been historically underrepresented in design. Scholars have access to invaluable mentorship opportunities via Adobe's network of design leaders.

**Gold Medal for Exceptional Work (Future New),**
By Scholastic Art & Writing — 2019

Awarded Gold Medal for Exceptional Work. The Scholastic Art & Writing Awards are the nation's longest-running and most prestigious recognition program for creative teens in grades 7-12. Gold Medal recipients are one of the highest award and are invited to New York City at Carnegie Hall for a ceremony.

## EDUCATION

**Savannah College of Art and Design (SCAD)**
Savannah GA, BFA in User Experience Design
Expected Graduation: May 2025

## SKILLS

**Software**
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Webflow
Rhino 7 (CAD)

**Interpersonal**
Leadership
Project Management
Public Speaking & Advocate
Active contributor
Entrepreneurial Spirit
Goal Orientated

**Technical**
Graphic Design
Brand Identity
Marketing & Campaigns
UI/ UX Design
Brand Communications
Business Design

## ACTIVITIES

FLUX (SCAD UX Design Club) Member
Adobe Design Circle Scholar
SAY Si (San Antonio Youth, Yes) Mentor

## SPEAKER

**Featured Session: Building a More Diverse Pipeline of Design Talent**
At SXSW with Adobe — 2022

**Maximizing Opportunities for Students by Preparing Them for Life**
At NPSI Conference with CAST — 2022