

# JOEY RODRIGUEZ

ARTIST | ILLUSTRATOR | DESIGNER | ART DIRECTOR

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LinkedIn Profile

Creative Portfolio

Award-winning, creative, enthusiastic leader with extensive experience in graphic design and print media. Demonstrated skills designing layouts for small ventures to nationally recognized businesses for graphic representation in billboard, newspaper and magazines using creative and technical skills to illustrate and design print media to drive successful projects. Collaborative leader with exceptional communication skills to convey ideas and information clearly, concisely and persuasively. Bilingual English and Spanish.

## Areas of Expertise

Innovative|Entrepreneurial  
Art Direction

Photo|Drawing|Vector Illustrations  
Informational Graphics

Page Design|Layout  
Concept Development  
Photo Retouching  
Identity Development

Relationship Management  
Creative Direction  
Ad design  
Team Leadership

## Core Technical Competencies

**Platforms**  
**Design Software**  
**Programs**

Macintosh OS, Microsoft Windows  
Adobe InDesign, Illustrator, Photoshop, Acrobat  
Microsoft Office (Word, PowerPoint, Excel, Outlook)

## Professional Experience

**Clear Channel Outdoor** - Houston, TX

**10|2003 - 09|2020**

**South Central Creative Director**, 2017 - 2020 | **Southwest Regional Creative Director**, 2014 - 2017

Directed and worked with regional designers to mentor and train on design art for local and national campaigns.

- Assisted with in-house creative material that used multiple creative and technical mediums that met customer requirements and led to successful project results.
- Ensured the agency and customer creative were aligned with quality standards.

**Senior Art Director**, 2003 - 2014

Designed billboard artwork, in-house creative material and banner including formulating concepts, rendering illustrations utilizing details from sketches, memory, and imagination.

- Designed, drew or sketched creative material to assist the marketing department with customer orders.
- Supported the Digital Media Manager with scheduling and uploading incoming creative messages to

## Additional Relevant Experience

**Morach** - Atlanta, GA

**Senior Graphic Designer**

Worked closely with major movie studios including Warner Bros., Buena Vista and Disney and maintained professional working relationship with other production companies.

- Created graphic designs with elements that aligned with customer content and creative input.
- Assisted and formed leadership relationship with graphic designer team members

## **Professional Experience, cont.**

**Eller Media** - Atlanta, GA

### **Art Director**

Managed the art department and supported entire outdoor branch including assisting the Marketing Manager in producing unique and creative presentations.

- Contributed to the creative process and assigned art projects to junior designers resulting meeting creative performance metrics.
- Worked closely with local and national sales department to fulfill clients' needs.

### **Graphic Designer**

Worked on numerous projects in collaboration with Art Director's guidance to create and produce eye-popping outdoor creative media using various styles and techniques.

## **Education**

**Associate of Arts, Visual Communications** - Art Institute of Houston, Houston, Texas

## **Training and Development**

- ADOBE INDESIGN
- Adobe Live Events and Seminar
- FBI Citizens Academy