

# BRIAN RODRIGUEZ

CREATIVE DESIGNER



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 LinkedIn Account

 Behance Account

 Github Account

Business Administrator, trilingual, proficient in English (B2) and Portuguese (B1), with extensive experience as a creative designer, strategy developer, and team leader. Proficient in Adobe Suite tools such as Illustrator, Photoshop, Premiere, After Effects, and interface design tools such as Adobe XD, Figma, and Sketch. Additionally, I possess skills in HTML, CSS, Javascript, and Github. Known for being creative, a quick learner, investigative, and possessing assertive communication skills, with a keen interest in the creative design field.

## PROFESSIONAL EXPERIENCE

- MAY 2023 - CURRENT JOB

### Digital Specialist Producer

*Andovar*

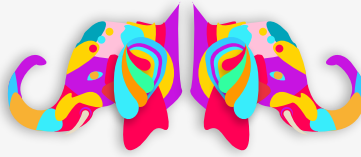
#### Functions:

- Review and adjust design materials created using any of the available tools within the company.
- Assist and support the engineering team in preparing content for translation into any language.
- Maintain constant communication with Project Managers and technical staff to address localization requirements.
- Provide support, as needed, to the multimedia team in integrating content into video software.

#### Achievements:

- I successfully monitored the localization and integration of multiple crucial multimedia projects, which resulted in the seamless adaptation of content for a global audience, enhancing user engagement and market reach.





- JUNE 2021-DECEMBER 2022.

### **Marketing Coordinator and Digital Designer**

*Civil Engineer School, Universidad del Valle*

#### **Functions:**

- Plan, develop, and implement design and digital marketing and development strategies for different programs offered by the institution
- Create and design graphic materials for online and offline advertising and marketing campaigns.
- Develop process flows to enhance user experience during the registration process, through interfaces that will optimize customer flow using tools such as Figma and Adobe Illustrator.

#### **Achievements:**

- I developed a new virtual platform structure and customer service process flow, reducing the average attention time by 86% per user during the registration stage.
- I maintained high levels of enrollment by addressing the needs of our customers (graduate students).

- JUNE 2018-JUNE 2019.

### **Brand director**

*MFC GROUP S.A.S*

#### **Functions:**

- Create high-quality designs for social media advertising campaigns
- Develop a corporate identity package
- Develop ATL and BTL strategies
- Design the visual branding of the event, including stands, modules, and other materials.

#### **Achievements:**

- Along with my work team, I achieved surpassing the expected number of attendees to the event by 110% through various advertising strategies, with 400 entrepreneurs and 20,000 attendees.

- FEBRUARY 2018-MAY 2019.

### **Marketing Coordinator | 9th National Congress of Seismic Engineering**

*Civil Engineer School, Universidad del Valle*

#### **Functions:**

- Develop advertising strategies through email marketing, Facebook Ads, and Instagram Ads for inviting students and teachers to the 9th National Congress of Seismic Engineering.
- Design and structure the official website of the event using tools such as Adobe XD, Adobe Illustrator, HTML, and CSS.
- Create pieces for social media, flyers, banners, and visual elements for stands.

## EDUCATION

- 2020-2021 User interface Career (UI)  
*platzi*
- 2015-2022 Business administration  
*Universidad del Valle*

## LANGUAGES

- English B2
- Portuguese B1