



RMRDesigner.com
 RM.Rodriguez@live.com
 267.421.2105

SUMMARY

Designer and Art Director with 15 years of experience developing brand identities, visual systems, and multi-channel design solutions across print, digital, and event and trade show work, including email marketing and direct mail campaigns. Combines strong typography, layout, and production expertise with a practical approach to visual direction, helping teams translate complex ideas into clear, effective communication. Experienced supporting corporate, financial, construction, and healthcare organizations while maintaining high production standards from concept through final execution.

PROFESSIONAL EXPERIENCE

Freelance Designer and Art Director (Current) | 2012 - Present

Full-time freelance and contract-based design practice delivering brand identity, campaign, and production design solutions for agency and in-house teams. Recent engagements included multi-month contracts supporting national brands and marketing organizations.

- Developed brand identities, campaign assets, presentation systems, and marketing collateral across print and digital platforms
- Partnered with internal marketing teams and agencies to execute production-ready creative assets
- Managed projects from concept through final delivery, including vendor coordination and print preparation
- Supported high-volume design needs during extended contract engagements

Selected Clients & Creative Partnerships:

Brandywine Senior Living, First Commerce Bank, Pennsauken Township, CSI Philadelphia, Contractor Nation, and Strata Company

Attic Breeze | Gatesville, TX | Oct. 2023 – Aug. 2024

Marketing Manager / Senior Graphic Designer

- Led visual execution across print, digital, and sales collateral supporting a national product brand
- Developed website layouts and UX workflows for digital platforms
- Created presentation systems used by distributors and sales teams nationwide
- Designed UI layouts and high-fidelity mockups in Figma for a product-focused mobile app supporting the company's core hardware offering
- Maintained brand consistency across all visual touchpoints
- Designed product sheets, trade show graphics, packaging concepts, and marketing materials

CORE SKILLS

- Brand Identity & Visual Systems
- Campaign & Marketing Design
- Typography & Layout Design
- Print Production & Pre-Press
- Presentation & Editorial Design
- UI/UX Design (Figma)
- Event & Trade Show Design
- Large-Format Graphics
- Creative Problem Solving

SOFTWARE

- Adobe Creative Suite
(*Illustrator, InDesign, Photoshop*)
- Figma
- PowerPoint
(Advanced Template Design)
- WordPress & HubSpot CMS

**EDA Contractors | Bensalem, PA | Sept. 2018 – Feb. 2023**

Marketing Manager/ Senior Graphic Designer

- Established brand hierarchy and visual identity across marketing and sales materials
- Designed multi-channel campaigns including direct mail, brochures, signage, digital ads, and promotional assets
- Created scalable layout systems and reusable design templates
- Produced print-ready files including bleed, die-lines, and vendor-ready production packages
- Developed executive presentations and proposal materials supporting business development
- Mentored junior designers and supported creative direction decisions

Macquarie | Philadelphia, PA | Nov. 2016 – Aug. 2018

Senior Graphic Designer

- Supported corporate rebrand transition from Delaware Investments to Macquarie
- Designed enterprise presentation templates, digital booklets, and branded communications
- Ensured visual consistency across internal and external corporate materials
- Delivered training sessions to teams on brand usage and presentation design standards

MC3 (SendingCell) | West Chester, PA | Dec. 2015 – Sep. 2016

Graphic Designer

- Developed event branding, logos, and digital assets for pharmaceutical clients
- Designed presentation templates, stage visuals, and digital booklets for large-scale corporate events
- Supported brand transition during company rebrand

Earlier Experience

Graphic Designer roles supporting branding, print production, and marketing design across agency and corporate environments:

- Deluxe Safeguard Division | Lansdale, PA | Sep. 2014 – Dec. 2015
- Allen & Goel Marketing | King of Prussia, PA | Sep. 2012 – Sep. 2014

EDUCATION & PROFESSIONAL INVOLVEMENT

Hussian School of Art:
Advertising & Design (2008–2012)

Industry Speaking & Teaching

- 2018 Commencement Speaker, Hussian College
- Guest lecturer on branding, packaging, and layout design
- Portfolio reviewer for graduating design students
- 2025 Instructor, NuPath: Taught introductory web design courses for beginner students

Professional Involvement

- Board of Curriculum, Hussian College (2017–2023)
- Member, Philly Ad Club

Honors

- CTM Media Group: Best Brochure Regional Award (2012)