

# SARAH RODRIGUEZ

## Graphic Designer

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sarahrodriguez.com

## ABOUT ME:

Creative and collaborative graphic designer with 12 years of experience, including printing, content creating, social media managing, web designing, training and just about anything to complete the task on schedule.

## EMPLOYMENT

### APR 2022–CURRENT The Fashionable Stylista

Position: Graphic Designer/Logistics Coordinator

- Media manager of online platforms (website, FB & IG social media, email/texting campaigns, etc.)
- Managing logistics of business, including scheduling, inventory, marketing opportunities
- Teaching Sewing & Fashion classes both at the Academy and satellite locations

### OCT 2019–CURRENT Pajamas For Peace

Position: Creative Director of Marketing

- Creating and executing branding guidelines for start-up in print/digital materials
- Designing marketing projects in large format, print, website, email, and social media outlets
- Updating patterns for garments, analyzing and approving products for production with factories, and assisting Fashion Designers overall
- Editing product/lifestyle photos, in addition to assisting photoshoots with models

### MAY 2021–MAR 2022 Solo International Inc.

Position: Graphic Designer

- Working directly with Art Director in updating and creating final tech packs and linesheets, completing buyer/factory forms for children's sleepwear, swimwear, and playwear

### JUL 2016–APR 2018 James River Printing

Position: Graphic Designer

- Creating print media for diverse clientele
- Manage FB & IG social media accounts
- Design, print, and press vinyl and silkscreen graphics on garments
- Training new employees on procedures, machines, and overall company policies

## EDUCATION

### 2012-2019 Academy of Art University, CA

- MFA Graphic Design

### 2008-2011 Adelphi University

- BFA Graphic Design, Magna Cum Laude

## SKILLS

Adobe InDesign, Illustrator, Photoshop

Preps Imposition Software

Invision

NuOrder Platform Software

Microsoft Word, Excel, Powerpoint

Mailchimp

Social Media (FB and IG)

Wix Website Builder

Bilingual: Spanish

## CAPABILITIES

- Inquisitive: I am a thorough learner. I like to ask questions and obtain additional materials.
- Integrity: I have vast experience being accountable (remote working, managing operations/finances).
- Leadership: I am approachable and take initiative. I enjoy assisting and training fellow employees.
- Communication: I have a strong background in writing and enjoy all kinds of reading.

## FUN TRIVIA

- Theology Institute Valedictorian, JUNE 2014
- SEDUTH Creative Director, AUG 2019-DEC 2021
- Linguaphile (currently French & ASL)
- Foster Care advocate, focus of my MFA thesis
- Original passion was to be a graffiti artist