

## ART DIRECTOR/SENIOR DESIGNER

# IRIS RODRIGUEZ

### CONTACT

t: 213.200.8380

e: irisdesigns8@gmail.com

w: www.designris.com

### EXPERTISE

Social Media Marketing

Content Creation

Branding

Packaging

Print & Digital Marketing

Product Development

### TECH SKILLS

Photoshop

Illustrator

Indesign

Premiere Pro

MS Office

HTML/CSS

Asana

Canva

Wix Sites

### LANGUAGES

English

Spanish

### EDUCATION

Woodbury University,  
Burbank, California, 2008  
Bachelor of Fine Arts,  
Major in Graphic Design

### Freelance Sr. Graphic Designer - Skechers

Nov 2020 - Present

- Conceptualized and executed email marketing campaigns across multiple Skechers sub-brands, aligning with product launches and seasonal promotions.
- Designed website content updates, including homepage banners, PDP assets, and landing pages to support e-commerce initiatives and improve user experience.
- Developed promotional assets such as social media ads, web banners, and display ads for domestic and international marketing teams.
- Collaborated on licensed projects featuring high-profile partnerships with brands such as Tokidoki, Dr. Seuss, Ryan's World, Vanessa Mai, Marvel, and DC, ensuring brand and licensing compliance across all creative.
- Maintained consistency in visual identity while adapting designs to various digital platforms and global markets.

### Sr. Graphic Designer - Crunchyroll (Sony)

Oct 2022 - Dec 2024

- Collaborated as one of three lead designers on the Events & Digital team, creating large-scale branded graphics, experiential booth designs, and promotional materials for high-profile conventions including Comic-Con and Anime NYC.
- Designed and produced product giveaways, signage, and environmental graphics to elevate brand presence and drive fan engagement at live events.
- Developed digital assets for major streaming platforms such as Apple TV and Amazon, ensuring cohesive brand storytelling across all touchpoints.
- Partnered cross-functionally with internal teams and external licensors to maintain brand consistency and meet strict creative and production deadlines.
- Adapted designs across multiple formats and platforms, balancing creativity with technical production requirements for both digital and large-format print deliverables.

### Senior Graphic Designer - Fambrands

October 2017 - November 2020

- Designed marketing assets across digital, print, packaging, and social for brands including Marika, Balance, Ellie, Three Dots, and Jessica Simpson.
- Led the creative redesign of the Ellie subscription box and produced branded packaging materials.
- Directed photoshoots for email, social media, and blog content; managed image selection, retouching, and final delivery.
- Created digital content including animated GIFs and blog visuals for the Love Ellie brand, including original recipes and styled photography.
- Oversaw interns and freelance retouchers, ensuring all work aligned with brand standards.
- Developed web content (homepages, landing pages, site modules) and sourced vendors for trade shows and influencer events such as Mashup LA and IMCX.
- Managed multiple projects simultaneously while contributing creative ideas for events, campaigns, and seasonal brand initiatives.

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### **Freelance Graphic Designer**

September 2015 - October 2017

- Experienced working across different creative contexts, with agencies like Allegro, a Division of Conair Corporation (2017), Rose Rings (2016-2017) and Bamko (2015-2017), UBM Fashion (2016-2017)
- Developed print and design concepts from inspiration images and style guides provided by the client for Target, Walmart, CVS and Walgreens.
- Pattern design concepts were developed for seasons such as Holiday, Valentine's Day, Mother's Day, Summer, Back to School and Year Round. Patterns were created using Illustrator and/or Photoshop.
- Produced custom artwork and recreated prints for various packaging projects, textile prints and labels.
- Created textile prints, promotional and merchandising products and packaging for clients in food, fitness, transportation, and social media industries.
- Responsible for the production of print layouts for the Las Vegas MAGIC Fashion Convention catalogs, including the flow of copy through pages using InDesign.
- Helped with design and production changes for web assets and one-sheets.
- Resized campaign assets for digital and print formats and prepared large-scale signage for print.
- Created meter boards and banners used in various areas of the Las Vegas MAGIC Fashion Convention.
- Used Asana to manage assigned tasks.

### **Designer/Consultant - Corral Consulting**

April 2013 - March 2016

- Provided visual solutions to effectively get messages across print and digital media.
- Developed various branding and marketing collateral for various non-profit organizations. Presented all designs directly to clients.
- Creative services included: identity design, websites, social media graphics, sponsorship packages and newsletter graphics.
- Developed pre and post client feedback surveys for branding projects. Surveys were used to gather initial client information, project needs and design review feedback.
- Helped design and update NationBuilder websites.

### **Graphic Designer, Marketing Department - MaCher**

Jan 2009 - Dec. 2011

- Responsible for creating company trade show graphics, physical mail and e-mail campaigns, holiday gifts and sponsored event promotional materials.
- Contributed creative input to the rebranding of the company.
- Created design materials including banners, postcards, templates, business cards and websites.
- Collaborated with the larger design team to develop promotional product, product packaging and sales presentations for clients in travel, food, corporate and beauty industries.