

Roberto Rodriguez  
Graphic Design(r)

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## Education

09.2016-12.2020

**ArtCenter College of Design**  
Pasadena, CA  
BFA in Graphic Design

08.2011-12.2015

**Riverside City College**  
Riverside, CA  
AA in Communications, Media and Languages  
AA in Fine and Applied Arts  
AA in Humanities, Philosophy and Arts

## Languages

**Fluent in:**

Spanish, English, and body language

## Awards

Fall 2017 and Fall 2019

**ArtCenter College of Design**  
ArtCenter Provost's List

09.2016-12.2020

**ArtCenter College of Design**  
ArtCenter Undergraduate Scholarship  
Graphic Department Scholarship

## Recognition

2017-2020

**ArtCenter Student Gallery**  
*Pueblo Sonidero*, Editorial (2020)  
*Maria of Los Angeles*, Editorial (2019)  
RIF.LA, Branding (2019)  
Fuji, Branding (2018)  
*Palette*, Editorial (2017)

References available upon request.

## Experience

**GOAT, Los Angeles, CA**

Junior Graphic Designer

06.2019-Present

Worked across different media types, including mobile, web, as well as digital and traditional campaigns such as the partnership between Kyle Kuzma as a GOAT Athlete. Contributed to the promotional layout and curation of the digital magazine, *GREATEST*, showcasing stories of upcoming artists, as well as industry veterans such as MCQ, Maison Margiela, Actual Source, Saintwoods, and Kid super X Puma. Worked cross-functionally with product and content teams to deliver a cohesive message.

**ArtCenter Library, Pasadena, CA**

Graphic Designer

09.2018-12.2020

Developed and designed an identity system for physical and digital applications. Directed part of the curation and production of the brand release where we live printed t-shirts and tote bags as giveaways. Also displayed the brand history and current development of process. During the on-site release event there were the most ever recorded number of attendees the Library has had.

**ELLA Studio, Los Angeles, CA**

Graphic Design Intern

05.2019-08.2019

Contributed to research and concept development for editorial design, worked with didactic texts for the Vincent Price Museum, and created logo marks for various businesses. Assisted the design of production for publications Cog•nate Collective: *Regionalia* and *Infinite Regress* by Eamon Ore-Giron.

**Archetype Press, ArtCenter, Pasadena, CA**

Teaching Assistant

09.2018-08.2019

Assisted professor Seth Drenner's letterpress class with the different methods of printing in California's largest letterpress printing facility. Instructions included how to set and clean a press, how to properly set type, and how to incorporate different letterpress techniques.

**Atelier Ace, Los Angeles, CA**

Graphic Design Intern

04.2018-08.2018

Assisted the in-house design team behind Ace Hotels, Sister City, and Maison de la Luz. Projects with marketing campaigns, visual identity development, photography curation, retouching for web and web store. Also created social media assets for their restaurants, bars, and clubs.

## Digital

**Strong working knowledge of:**

Photoshop, Illustrator, InDesign, XD, Glyphs, After Effects, Premiere, Media Encoder, Bridge, Lightroom, Figma, and MadMapper

**Familiar with :**

Processing, HTML/CSS, Cinema 4D, and Arduino

## Skills

**Working knowledge of:**

Photography, film (35mm, 120, 8mm), font design, videography, letterpress, laser cutting, bookbinding, woodworking, soccer, and men's hair grooming

**Familiar with:**

Risograph printing and screen printing

Set in El Centro by Roberto Rodriguez(rgrq)

rg-rq.com