

Justin Rodriguez

Visual Designer

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Creative Focus

Illustration

Motion Design

UI/UX Design

Color

Layout Design

Software Skills

Photoshop

Illustrator

After Effects

Adobe XD

Procreate

Education

Otis College of
Art & Design

Digital Media

Guide

UI Designer

(December 2019 - October 2020)

- * Developed concepts, layouts, data visualizations and both low fidelity and high fidelity prototypes for the re-development of company's existing app.
- * Worked closely with CEO & Senior Developer to strategize effective ways to visually communicate better usability for customers.
- * Designed the company's website and handled the web design and copywriting.
- * Conducted quantitative research on company users and tailored the designs/ layouts to meet the customer needs based off of the data that was gathered.
- * Hand and digitally illustrated icons and material designs for 9 main modules as well as creating 30+ unique compositions for each individual module.
- * Created brand identity(which included logo and slogan)by building case studies and creating stylescapes.

Leos Xpress

Brand Designer / Jr. Creative Director

(August 2017 - November 2020)

- * Creatively directed the brands visual tone and message, which included the company logo, food menus and brand manual. Also, creating scheduled content for social media platforms, like Instagram

Freelance Designer

Self Employed

(December 2013 - Current)

- * Developed art material by hand, drawing or painting or using computer software to achieve clientele goals.
- * Managed creative direction for clients ranging from musicians, record labels, artists, software companies, and restaurants.