



rodrigosuárez

ART DIRECTOR

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Profile

A native of Mexico and educated in the United States, I bring a unique multi-cultural perspective to the design process, combining both the spontaneity and rich artistic influence of my Latin American upbringing with the pragmatism and understanding of work ethic typical of American culture. But I do more than that. I create. I build connections between brands and consumers.

Experience

Art Director at Rodrigo Suárez Estudio Gráfico — Jan. 2007-Present

With nearly ten years of experience in the field I decided to go solo and started building my own client base rapidly. Recently I art directed and produced a full campaign for Nike Basketball and participated in the branding project for the 2008 US Olympic Basketball Team while still doing work for clients such as Johnson & Johnson, Disney and WB.

Graphic Designer at Nike, Beaverton, OR — Aug. 2005-Nov. 2007

My combined experience and rich cultural background allowed me to succeed in designing vibrant and compelling concepts behind Nike global campaigns such as the one for the Nike Vapor 300, the thinnest and lightest sports watch Nike has ever made.

In the summer of 2006, I traveled to Beijing as part of a design research team in preparation for the 2008 Summer Olympics.

Graphic Designer at BYU Broadcasting, Provo, UT — May 2002-May 2005

Designed and prepared for press print material related to the promotion of television and radio shows aired in the Brigham Young University stations. As part of the design team, I lead to innovations in the design process and was recognized in 2004 with the KBYU-FM Silver Microphone Award for Excellence in Design.

Graphic Designer at Global Soluciones, Guadalajara, Mexico — Jan. 2000-Dec.2001

Collaborated with this studio as a senior designer to develop design solutions for projects involving advertisement and branding for clients such as Bank of Mexico, Gatorade and Quaker, among others.

Graphic Designer at Ministry of Work, Querétaro, Mexico — Apr. 1999-Dec.1999

Design consultant for the office of the Secretary of Work presenting design concepts and solutions for projects such as web sites, posters, illustrations, internal communication newsletters and stationery.

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Education

Brigham Young University, Provo, UT
BFA in Graphic Design
Jan. 2002-May 2005

Skills

Completely proficient in the use of Adobe Illustrator, Photoshop, InDesign, Flash and Dreamweaver as well as presentation software such as PowerPoint and Keynote. Experienced in the production of printed materials as well as electronic and interactive media.

Solid background in painting and professional illustration, as well as a sense of how to work in a team with related professionals such as photographers, interior and industrial designers.

References

Adrian Pulfer, Creative Director at A3 Design studio, Salt Lake City, UT (801) 231-0023

Michelle Stuhl, The Michelle Stuhl Company, New York, NY (212) 331-1234

Dave A. Young, Creative Director at Nike Basketball, Beaverton, OR (503) 866-7266

Walter B. Rudolph, General Manager at KBYU-FM, Classical 89, Provo, UT (801) 372-0829