

SARAH RODRIGUEZ

EXPERIENCE

Chicago Office of Tourism

Senior Graphic & Web Designer

May 2005 – Present

Design, coordinate and manage the visual development of marketing collateral and online promotions from initial conception to final launch.

Creative Print Marketing Collateral

- Oversee multiple projects through all phases of design and production
- Develop logos and identity systems for city-wide programs and events
- Prepare layouts for brochures, newsletters, fliers, postcards and more
- Collaborate with the marketing team to execute advertising campaigns
- Create graphics for products including merchandise, packaging and apparel
- Design and coordinate installation of P-O-P signage and retail graphics
- Create concise environmental, way-finding and informational signage

Online and Multimedia Creative Content

- Design web graphics and online promotions to compliment print campaigns
- Create motion graphics for online advertising campaigns and e-blasts
- Collaborate with web programmers on the design of micro-sites
- Design for social media outlets such as Foursquare, Facebook and Twitter
- Knowledge and experience with the design and implementation of e-books

Project Management Responsibilities

- Pitch innovative project ideas to in-house team and supervising director
- Develop unique solutions for complex design challenges
- Provide economic design and print solutions to tight-budget projects
- Juggle multiple projects in a deadline driven environment
- Coordinate and manage work flow of projects with in-house copywriters
- Maintain client relationships with designers, printers and specialty vendors

PROFILE

Over 3 years industry experience
Organized, detail oriented & efficient
Dedicated, flexible & independent
Motivated, collaborative team player
Thrives in fast paced environment
Budget oriented, strategic thinker
Able to manage & meet deadlines
Forward-thinking & eager to learn
Energetic & passionate about design

SOFTWARE SKILLS

Mac & PC
Illustrator
Photoshop
InDesign
Flash
Dreamweaver
XHTML
CSS
Javascript
Microsoft Office

EDUCATION

BA Art History & Design

DePaul University

August 2003 – June 2007

Spanish Language Certificate

Universidad de Alicante Spain

October – December 2005

LET'S GET IN TOUCH

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AWARDS & RECOGNITION

2010 Graphic Design USA

American Package Design Awards

- *Visual Merchandising & Displays*
Chicago Water Works Visitor Center

2010 Graphic Design USA

American Inhouse Design Awards

- *Announcements, Invitations & Cards*
Stone Soup Invitation
- *Brochures & Collateral*
Fashion Focus Chicago

2010 State of Illinois Conference

Governor's Conference on Tourism

- *Best Event or Festival*
Great Performers of Illinois 2009
- *Best Creative Corporate Partnership*
Explore Chicago at O'Hare Airport
- *Best Tourism Marketing Campaign*
Take a Neighborhood Vacation

2009 Graphic Design USA

American Inhouse Design Awards

- *Brochures & Collateral*
Chicago: A Great Urban Adventure
- *P-O-P, Displays, Signs & Environmental Graphics*
Chicago's Downtown Farmstand

AFFILIATIONS

AIGA Chicago
The Society of Publication Designers
The Society of Typographic Arts
Graphic Design USA

REFERENCES

Lauren Gentile

Graphics Manager
Chicago Office of Tourism
815 690 3056
lgen1397@aol.com

Elizabeth Tornabene

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Chicago Office of Tourism
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