

Hi, my name is Ignacio Rodriguez, but you can call me



Creative Graphic Artist — with over 15 years of experience in creating compelling & innovative graphics for apparel, branding, print & digital marketing campaigns for blue chip media & entertainment companies.

Pasadena, CA



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dgnacho.com/work



PROFESSIONAL SKILLS

Print Design
Logo Design
Brainstorming
Pre-Press
Teamwork
Retouching
Digital Inking
Branding
Key Art
Marketing
In-Store Marketing
Social Media Marketing
Style Guides
Product Design

TECHNICAL SKILLS

Adobe Creative Suite
Photoshop CC
Illustrator CC
InDesign CC
Acrobat

EDUCATION

The Fashion Institute of
Design & Merchandising
Los Angeles, CA
Associate of Arts Degree
Graphic Design
June, 2009



Scan to Visit Portfolio

Dreamworks Animation/NBCUniversal

Glendale, Ca

TV Creative Marketing - Senior Graphic Designer

2019-2020

- Created logos for streaming shows, pitch shows and marketing programs internal and external from concept to final delivery.
- Key Art creation from concept to finish for new streaming shows and shorts.
- Created character vector line art from sketches and video stills, for use in style guides and marketing materials.
- Aided in the creation of style guides for various streaming shows.
- Designed graphics for use on murals, billboards, and magazine ads for marketing shows and movies.

The Walt Disney Company

Pasadena, Ca

Disney Store Brand & Image Team - Senior Graphic Designer

2013-2018

- Created and supported seasonal, specialty (Holidays, Halloween, spring, back-to-school, Toy Storyland, I heart Mickey, & many more), & theatrical (Infinity War, Incredibles 2, Black Panther, and more) marketing campaigns from start to finish for a multitude of store types and file sizes (Online, print, and window displays) under tight deadlines.
- Communicated and collaborated with cross-functional teams, including Marketing, Store Experience, Interactive, and Disney Parks to complete creative and guest-engaging marketing campaigns and projects.
- Recognized as instrumental in creating photo-opportunity windows to share campaigns and movie advertisements on social media—numerous window displays/designs went viral and this expanded reach to a larger audience.
- Introduced a set of Disney Store Trivia trading cards with accompanying logo, cards were frequently updated to engage guest and have return visits.

Disney Store North America Creative Team - Graphic Designer

2010-2013

- Created logos, artwork and style guides used for various Disney Store marketing campaigns, online and other items such as mugs, apparel, print, vinyl, lamps, jewelry, journals and packaging.
- Designed Vinylmation toys that often sold out earlier than forecasted.
- Initiated efforts to add a scannable QR code on the back of Vinylmation toy to make it more interactive, successfully increasing traffic to disneystore.com.
- Created artwork exclusive for Disney Consumer Product artist contest which was frequently chosen and turned into merchandise and featured on various social media outlets.
 - Snow White graffiti style art piece (turned into note cards).
 - Storm Trooper helmet (featured on Star Wars Official Instagram).
 - Interactive valentine's artwork featured on various Disney Instagram accounts.

Shop Disney Create-Your-Own Department - Graphic Designer

2009-2010

- Created compelling, on-trend content for customizable merchandise that drove 30% growth year over year.
- Designed the Keds + Disney line for DisneyStore.com and licensing.
- Developed "Mickey By..." product concepts and UI.
- Helped design the experience for a new Personalized Gifts section.
- Designed and produced content for a wide range of media such as mugs, apparel, online, print, vinyl, lamps, jewelry, and packaging.

Other Experience

- DreamWorks Animation - Digital Inker (Freelance)
- Holden Color - Prepress Mac Operator - 2003-2009