



CAROLA  
RODRÍGUEZ  
GRAPHIC DESIGNER



## ABOUT ME

**Profession:** Bachelor of Graphic Design.

**Work Experience:** 9 years.

**Environments:** Advertising and / or Digital Agencies, Design Studios, Remote and Freelance Work.

**Main Approaches:**

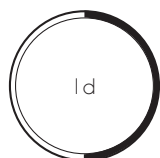
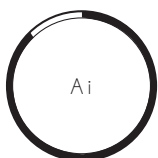
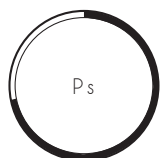
Branding - Packaging - Social Media - ATL - Print.



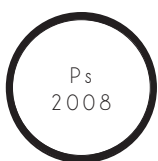
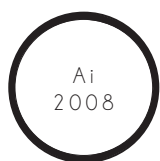
## PERSONAL SKILLS



## PROFESIONAL SKILLS



## IMPROVEMENT



## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION DESIGN

University Nueva Esparta

OCT 2006 - JAN 2011

Caracas - Venezuela

### GRADUATE OF SCIENCE

School San Ignacio de Loyola

SEP 1993 - JUL 2006

Caracas - Venezuela



## WORK EXPERIENCE

### RS ARTE Y COMUNICACIÓN / SEP 2009 - JUN 2011

**Jr. Graphic Designer** / Caracas - Venezuela.

Building, Design and Layout of Printed Matter of all kinds,  
Customer Management and Delivery of Final Artworks.

*Corporate identity, external communication, packaging, editorial.*

### IMAGE & RETAIL SOLUTIONS / JUL 2011 - MAR 2014

**Jr. Graphic Designer** / Caracas - Venezuela.

Design and Layout of gear required, Delivery of Final Artworks.

*Strategic Branding, merchandising, corporate identity (Manuals), external communication, packaging, editorial.*

### WITEC / APR 2014 - MAY 2014

**Graphic Designer** / Caracas - Venezuela.

Building, Design and Layout of gear required for Android & IOS  
mobile apps.

*Communication technology, mobiles applications, iconography.*

### ESTADEBODA - ESTADEMAMA / JUL 2014 - AUG 2014

**Graphic Designer** / Caracas - Venezuela.

Building, Design and Layout of gear required, both Web and  
Printed areas, Delivery of Final Artworks.

*Web desing, corporate identity, social networks.*

### ARS DDB° / AUG 2014 - SEP 2015

**Art Director** / Caracas - Venezuela.

Building, Design and Layout of gear required: ATL & Digital.

*Clients: Maizoritos, McCormick, Natural Mix, Flips Colombia, Maizina Americana, Regional Light, Casa Ronald.*

### LEO BURNETT / OCT 2015 - NOV 2015

**Art Director** / Caracas - Venezuela.

Building, Design and Layout of gear required: Digital.

*Clients: Heinz Ketchup, Heinz Colados, Postres Sonrissa, Puerto Encantado, Laboratorios Blau, Fundación Vida, Leo Burnett.*

### CRAWPIC / DEC 2015 - JAN 2016

**Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: Digital & Print.

*Clients: Tarjeta Natural, Prestasi, Larocca, American Growing Business, Crawlpic, Grupo Aislar, Madero Walk, Saint Charles, Neumáticos y Servicios.*

### ASCHEN / JAN 2016 - MAR 2016

**Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: Digital & Print.

*Clients: Colgate, Falabella, Gama, Itaú, Positivo BGH, Suprabond, Casa Bianchi, Shell.*

### POOL CP / APR 2016 - JUL 2016

**Sr. Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: ATL & Print.

*Clients: BIG / BIG Fresh / BIG Volt, Cielo, Cifrut, Sporade, Eroski, Mahou, Nordés, Solan.*

### WIPER AGENCY / AUG 2016 - FEB 2017

**Sr. Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: Digital.

*Clients: Shoppings "BA and Rosario" (7 Malls), Shoppings "South" (3 Malls) and Shoppings "North" (3 Malls). / Unicenter, Portal.*

### LCP / MAR 2017 - JUN 2017

**Sr. Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: Digital & Print.

*Clients: KODAK Alaris, Royal Canin.*

### BRAND STORMING / FEB 2018 - NOV 2018

**Sr. Graphic Designer** / Argentina - Buenos Aires.

Building, Design and Layout of gear required: Packaging & Print.

*Clients: Arcor, General Mills, La Salteña, La Campagnola, Bagley.*

### FREELANCER / DIC 2018 - PRESENT.

**Sr. Graphic Designer** / Argentina - Buenos Aires.

Branding, Packaging, Social Media, ATL, Print.