



VIVIANNA RODRIGUEZ

GRAPHIC DESIGNER 909.782.5155 viviannarodriguez.com viv@viviannarodriguez.com

EDUCATION **OCTOBER 2019 – MARCH 2021 FIDM / FASHION INSTITUTE OF DESIGN AND MERCHANDISING**
Associate of Arts in Graphic Design
graduation: March 2021

SEPTEMBER 2012 – JUNE 2016 LA SIERRA UNIVERSITY
Graphic Design Bachelor's program

SKILLS **ADVANCED** Photoshop, Illustrator, InDesign, Adobe XD, Figma, Shopify, Wix, EditorX, Mac & PC, Microsoft Word, PowerPoint, Instagram, Facebook, Twitter, Snapchat, publication design, typography, branding applications, written & verbal communication, strong organizational skills, customer service & sales, phone etiquette, always a team player, takes criticism very well.

PROFICIENT Adobe Premiere Pro, Lightroom, SquareSpace, Wordpress, Sketch, Microsoft Excel, Procreate, Adobe Fresco on iPad, Makerbot 3D printing software, and Adobe Animate(Flash).

LANGUAGES Fluent in English, conversational in Spanish

EXPERIENCE

2022 – PRESENT **BKR – SAN FRANCISCO, CA**
Junior Graphic Designer
Responsibilities include preparing packaging files for print, creating static and animated assets for email, social media, website carousel, and paid ads for promotional campaigns, creating illustrations and hand lettering for online gif use and/or for bottle prints and sticker sheets for sale, editing photographs or videos for ads, creating landing pages on the company website through Shopify and other plug-ins, creating SKU images for web, and other digital media.
Responsible for attending weekly meetings with art director, marketing, and product development.

2019 – PRESENT **AMAZON.COM LLC. | BLOOMINGTON, CA**
Problem Solver/Learning Ambassador
As a problem solver, daily tasks involve checking boxes and totes for receiving errors, overages, shortages, writing trouble tickets and processing damages. When staffed as a Learning Ambassador, tasks include teaching a group of new hires what their job will be, cross training existing employees from other departments in a new area, answering questions, helping people feel more comfortable, and recording training details.

2014 – 2021 **FREELANCE GRAPHIC DESIGN | RIVERSIDE, CA**
Commissioned logos, graphics, branding packages, web sites for e-commerce, publication design, and web graphics. Clients: Riverside Construction Co. Inc., Lala's Nail Lounge, La Sierra University chapter of Enactus USA, La Sierra University Department of Art+Design

2015 – 2018 **VISITING DESIGNER/ARTIST AT LA SIERRA UNIVERSITY**
Arts 115 Design Principles: Designed and planned a letterform illustration project. Presented a lecture with a demonstration to introduce the project. Provided email feedback to students. Completed the project with a formal critique in person with the students.
(March 1, 2017 & February 28, 2018).

Printmaking 248: Taught a workshop on how to screen print of different types of media.
(September 17, 2016)

3D Printing Demonstration: Conducted a 3D printing demonstration at La Sierra University's 'University Day'. This event featured local high school seniors visiting the campus to learn more about the programs, clubs, and curriculum.