

Jonathan Rodriguez

Email: Ralphrodriguez113@gmail.com | Phone: 347-781-6913 | LinkedIn: [in/ralphrodriguez113/](https://www.linkedin.com/in/ralphrodriguez113/) | raphael-rodriguez.com

GRAPHIC DESIGN

PROFESSIONAL SUMMARY

Graphic Designer & Photographer with 7 years of experience creating branded visuals across fashion, lifestyle, and hospitality. Skilled in branding, campaign design, UI/UX, and digital content production for print and digital platforms. Blends design, photography, and modern AI tools to craft creative strategies that strengthen brand identity, engage audiences, and build cultural presence.

SKILLS

Core Competencies – Graphic design, Branding and Identity, Creative direction, Campaign storytelling, Social media asset design, Editorial and E-commerce, Photography, UI/UX design, Responsive design, Typography, Motion graphics, Content creation, Digital marketing assets, Project management.

Technical Skills – Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere pro, After Effects, Capture One, Figma, Canvas, DaVinci Resolve, Adobe xd, Microsoft Office Suite, Digital Asset Management, Wireframing, Prototyping, AI-assisted design tools, Video editing, Post-Production workflow.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | Fashion & Lifestyle Campaigns

Feb 2019 to Present

- Designed marketing decks, social media assets, look-book layouts, and promotional banners to support lifestyle campaigns.
- Created editorial and e-commerce photography and video content that aligned with campaign goals and brand identity.
- Produced short-form video and high-resolution stills for Instagram, Shopify, and email marketing campaigns to boost conversions.
- Collaborated with designers and marketing teams to ensure visual consistency across digital channels and branded campaigns.
- Directed styling, lighting, and on-set production while applying graphic design technic to enhance final deliverables.

Key Projects & Achievements:

- **High Society Fashion Show** – Lead Photographer
 - Captured runway and behind-the-scenes photography & video; photo published on Vogue Magazine's website blog.
- **My Trio Rings** – Graphic Designer & Video Content Director
 - Produced branded video and design assets for product marketing; campaign drove a 43% increase in product sales.
- **BIOKINETIC Physical Therapy** – Lead Graphic Designer & Digital Campaign
 - Designed website layout and branded digital assets with integrated photo/video content, boosting traffic and client inquiries.

Graphic Designer & Digital Content Creator (E-commerce & Product)

Dec 2021 to Jan 2023

Frost NYC

- Produced 100+ monthly visuals for Instagram and Shopify, including product close-ups, lifestyle shots, and videos.
- Boosted engagement by 20% through custom visuals tailored to audience trends and brand tone.
- Created polished campaign assets, ensuring alignment with Frost NYC's high-end urban jewelry aesthetic.
- Directed product shoots from concept to post-production, including lighting setup, video editing, and layout design.

Lead Graphic Designer & Visual Content Producer

Sept 2014 to Sept 2018

Orphmedia

- Lead visual design across websites, social media, and print campaigns for hospitality and entertainment brands.
- Partnered directly with the CEO to shape brand identity and digital presence for new client launches.
- Designed and developed web pages, social templates, and ad collateral, managing a developer team to program the site and attracting 10k+ unique monthly visitors
- Created logos, menus, and marketing materials with a clean, consistent design language across platforms.
- Directed food photography shoots for restaurant clients, producing images used in menus, web, and promotional.

EDUCATION

THE ART INSTITUTE OF NEW YORK CITY – Associate Degree in Visual Communication.

UI/UX DESIGN CERTIFICATION (Completed- Jan 2025)