

STEPHANIE RODRIGUEZ

Austin, TX | [Linkedin](#) | [Portfolio](#) | (786) 253-1614 | stephanie@stephanierodriguez.design

PROFILE SUMMARY

A Creative Designer with over seven years' experience in design, brand strategy and development, marketing, project management, leading a creative team, and sales for over 200 clients and design campaigns. Managed teams of over 30 designers, and personnel and have led the creative team to a 233% increasing in sales for the year through effective management and design direction.

WORK EXPERIENCE

National Kitchen & Bath Cabinetry

Austin, TX

Sales & Design Manager

February 2020 - Present

- Collaborated with over 400 clients to understand project objectives, delivering 98% of projects on time and within budget by defining project scope and managing milestones
- Guided creative direction to team members, while fostering a culture of innovation and pinpointed key problems in the workflow that led to a 50% improvement in productivity
- Acted as a strategic advisor, leveraging design and insights to provide guidance on creative approaches and solutions that resulted in a 90% jump in customer satisfaction
- Delivered a comprehensive rebranding strategy, training guidelines, catalog, and website which resulted in a significant improvement in customer retention, website traffic, and conversion to sales
- Created full comprehensive design proposals utilizing 2020 Design to produce 3-dimensional recreations of future kitchen and bathroom remodels in over 1,000 construction projects

Ink Link Marketing

Remote

Junior Creative Director

January 2019 - February 2020

- Launched over 10 franchise expansions campaigns, created marketing and design initiatives, comprehensive roadmaps, strategies, full social media content calendars, design assets, and brand growth strategies
- Monitored and tracked the progress of over 40 grand openings, including budget, timelines, run of show, marketing tactics, and creative strategy
- Drove the overall creative direction for 26 clients to develop campaign concepts, social media content, taglines, headlines, keeping the brand's message and identity clear throughout all platforms
- Developed over 1,000 marketing assets, including logos, brochures, newsletters, infographics, presentations, animated elements, social media content, and short videos that assisted the marketing team in achieving and surpassing marketing goals by 20%
- Create contingency plans to mitigate potential risks for large and small-scale grand openings

Park West Gallery

Miami, FL

Lead Graphic Designer

January 2017 - January 2019

- Collaborated with renowned artists to generate and execute new, innovative ideas to create visually striking artwork for mass-produced auctions, resulting in a boost in sales and customer engagement
- Expanded expert skills in Adobe Photoshop to color-correct original artwork, ensuring industry standards are met and optimized for mass production
- Introduced efficient design proofing and production processes that streamlined workflow, resulting in a 200% improvement in production output
- Expertly planned the entire creative design project life cycle, from concept development to print production, ensuring on-time and on-budget completion

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Saved by the Dress

Miami, FL

Graphic Designer

June 2015 - August 2016

- Single-handedly supervised the design, development, and implementation of ad campaigns increasing traffic to the site by 300%
- Created design assets and ensured consistency in brand message and identity across e-commerce storefront, social media, and email marketing
- Boosted website reputation and doubled sales by implementing advanced photography techniques, photo editing, and retouching on product photography
- Wrote over 150 product descriptions, focusing on SEO and keyword optimization, which improved Google ranking and site traffic

EDUCATION

Google Project Management: Professional Certificate

Currently Enrolled

Online

January 2023

Miami International University of Art & Design

Completed 78 credits towards a Bachelor's in Graphic Design

Miami, FL

June 2019

SKILLS & INTERESTS

Skills: Graphic Design, Digital Media, Print Production, Photography, Brand Strategy, Project Management, Typography, Social Media Design, Brand Development, SEO, HTML, Web Design, G-Suite, Spanish

Software Proficiencies: Adobe Photoshop, InDesign, Illustrator, Acrobat, After Effects, XD, Audition, Final Cut Pro, 2020 Design, Sketchup, Asana, Trello, Hootsuite, Sprout Social

Membership: AIGA Austin, Create & Cultivate