

CV

**Kathya
Rodríguez**
Graphic
Designer



EDUCATION

Digital Marketing

2018
SYNTRA

 BELGIUM

Master in History of Architecture & Design

2005-2007
University of Catalunya

 SPAIN

Thesis: History of the Metropolitan Tabernacle at the Mexico City Metropolitan Cathedral during the height of the Baroque period between 1749 and 1760.

Bachelor in Graphic Design

1996-2000
Autonomous University of Mexico

 MEXICO

Thesis: Creation of multiple graphic supports for the promotional campaign for the national tour concert of the Mexican singer Lila Downs.

LANGUAGES

Spanish: Native ● ● ● ● ●

English: Proficient ● ● ● ● ●

Dutch: Proficient ● ● ● ● ●

French: Intermediate ● ● ● ● ●

EXPERIENCE

2000-2020

Multifaceted Freelance Graphic Designer for small & medium-sized enterprises, non-governmental organizations, the wellness, medical, social, cultural sector & horeca industry, assisting the visual development of brands & advising in graphic strategies to reach a particular audience creating illustrations, logos, flyers, posters, banners & websites, combining art & technology.

2017

Graphic Worker @ CARTIM Drukkerij. Experiencing the production of printed material in 3 stages: prepress, press & binding/finishing.

2003-2004

Graphic Designer @ GUÍA INMOBILIARIA MAGAZINE. Managing trends in photography, developing skills in Adobe InDesign and mastering deadlines.

2000-2003

Photoshoot Organizer @ CARAS MAGAZINE. Developing a theme, envisioning scenes together with the photographer, selecting props, finding the location, planning the shoot; coordinating models, artists, catering services and locations, finally directing the session, editing & delivering to the graphic design department.

2000-2009

Freelance Graphic Designer @ SELECTOR/QUARZO. Working with the producer and book author for deciding on cover's dimensions & cover's design.

CREATIVE ACCOMPLISHMENTS

ANALYTICS

Boosting site traffic by building better websites in a quick & easy way. Consistently sharing content on social media platforms to increase conversions with attractive graphics for expanding the length of stay rising user satisfaction & reflecting sales increase.

NATURE OF THE WORK

Expanding existing projects by attracting customers, retaining them & redefining the nature of the company by establishing a niche in the marketplace by incorporating eco-friendly business practices for winning new customers.

EFFICIENCY IMPROVEMENTS

Increasing number of platforms/media channels growing scope by convincing clients to switch to a better supported design format decreasing materials and waste.

BUSINESS DEVELOPMENT

Designing for more international clients and for larger audiences.

WORD OF MOUTH

Work increased in referrals, social media mentions & in customer testimonials.

IMAGE

Reducing misunderstandings by improving graphic design accuracy with aesthetic appeal & staying up-to-date in general.

INTERNSHIPS & VOLUNTEERING

2018

VOLUNTEERING @ Victoria Deluxe

 BELGIUM

Translating conferences simultaneously.

2014

VOLUNTEERING @ AI, 11.11.11. & MexiBelga

 BELGIUM

Informing graphically for inspiring to take action, raise awareness & push for change using technology & media.

2009

INTERNSHIP @ Design Museum Gent

 BELGIUM

Engaging potential children visitors at an exhibition through the design of booklets & the creation of illustration characters which will guide them through the exhibitions.

2000

INTERNSHIP @ Museo San Ildefonso

 MEXICO

Creating & maintaining all museum's graphic communication by selecting the right visual elements to contact with the visitors. This included from pamphlets & websites to mugs, totes & exhibition wall texts.

OTHER COURSES

- Social Media Marketing
- Google Ads-SEA Digital Marketing for Business Community Management Social
- Media Communication Strategies
- Adobe Photosop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe After Effects
- E-mail marketing met Mailchimp
- Newsletters
- Artwork
- Video Editing