



GEORGE RODRIGUEZ

BRIGHT DESIGN SOLUTIONS

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616 S. Colorado | Port Lavaca, Texas

— EDUCATION —

- **Bachelor of Fine Arts**
International Academy of Design
& Technology
San Antonio, Texas
Graduated 2013
- **Associate of Applied Science**
Texas State Technical College
Waco, Texas
Graduated 2004
- **Printing Specialization
Certification**
Texas State Technical College
Waco
Certified in 2003

— AWARDS —

- Won 16 ADDY awards, including six gold ADDYs
- Poster for UHV Society for Critical Exchange Winter Theory Institute won the 2015 Best of Print ADDY
- Won 10 College Sports Information Directors of America awards, including Best Cover for Single-Sport program and first place twice for Single-Sport Schedule Card design
- Marcom Platinum Award
2015 Winter Theory Debt Poster
- 360 Press Solutions - 2015 PIA
Graphex Award of Excellence
- Houston Advertising Federation Award
Outstanding Achievement Award
- Texas State Technical College Graphic Design President Award - Certificate of Appreciation for Valuable Contributions and Certificate of Excellence for Outstanding Service as President

EXPERIENCE

UNIVERSITY OF HOUSTON-VICTORIA, Creative Services Manager, 2018-Present

- ▶ Oversee the design and production of university publications, collateral materials, direct mail, and recruitment marketing materials
- ▶ Manage graphic designers by overseeing their workflow, delegating projects, approving all created material to ensure we are following our university brand and style guide
- ▶ Meet with departments, listen to their project needs, specifications and translate their requests into designs or campaigns
- ▶ Provide creative solutions for marketing and branding initiatives in support of the University
- ▶ Setup photo-shoots with a professional photographer. Oversee and give direction to the photographer on all photos taken to ensure photos meet university quality and standards
- ▶ Approve all marketing materials coming from other departments, including ads, web pages, digital signs, graphics and logos to check for quality and staying consistent with our university brand
- ▶ Interact with a wide variety of commercial print vendors to secure bids and negotiate prices

UNIVERSITY OF HOUSTON-VICTORIA, Graphic Designer, 2012-2018

- ▶ Solely was responsible for designing all UHV athletic marketing materials, such as baseball, softball and soccer Game Day programs, schedule cards, posters, flyers, banners and ads
- ▶ Helped increased attendance at UHV sporting events and financial support for Athletics
- ▶ Prepared artwork according to required specifications for commercial print jobs, newspaper and magazine publications, and web applications
- ▶ Engaged with university administrators, faculty and staff to come up with creative ideas and unique ways to advertise and promote events and programs
- ▶ Designed posters, flyers, handbills, brochures, postcards, advertisements, bus wraps, signs, logos, digital signage and banners

THE PORT LAVACA WAVE NEWSPAPER, Graphic Designer, 2007-2010

- ▶ Created advertisements for retail, real estate, sports and classified sections
- ▶ Layed out pages for Youth, Sports, Business Review and Health & Fitness sections
- ▶ Designed all special section front covers and layouts including in-house promotions
- ▶ Developed & redesigned the Port Lavaca Wave logo, page headers and section pages
- ▶ Gave photographer direction on photos needed for front pages, inside or special sections
- ▶ Optimized website advertisements, photos, and web banners to fit all standards of the web