

ZOE RODRIGUEZ

DIGITAL & UI DESIGNER

CONTACT

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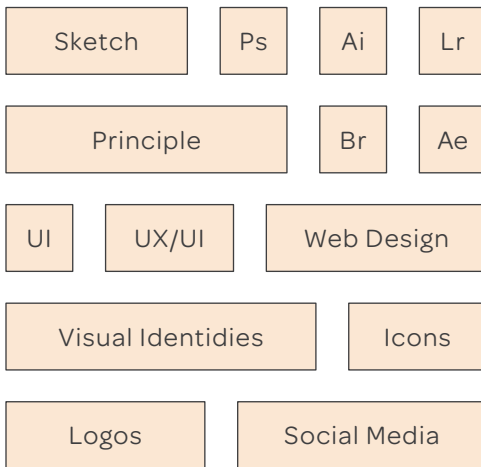
Los Angeles, CA

[LinkedIn Profile](#)

BIOGRAPHY

Hey there. I'm Zoe Rodriguez , a digital designer & UX/UI enthusiast living in Los Angeles & working at [Wondersauce](#) as a digital designer.

SKILLS



EDUCATION

Columbus College of Art & Design
BFA in Advertising & Graphic Design
Graduation of 2017

Parsons the New School for Design
Intensive summer program
Summer of 2012

PASSIONS



WORK EXPERIENCE

Wondersauce Oct. 2017 - Present

Junior Digital Designer

Working closely with a the LA creating websites, social media, and branding

- Designed the [Chick-fil-A](#) web flows
- Supported design lead creating flows for the [Lulalu](#) site
- Designed and conceptualized the [Chrome Hearts Eyewear](#) site (to be launched)
- Designed the [Chandon](#) web flows (to be launched)
- Took part in Yonex [web](#), [social](#) and print projects

Bath & Body Works Aug. 2017 - Oct 2017

Digital Design Contractor

Worked as part of the email team for B&BW Direct creating emails:

- Created ideation and templates for seasonal emails
- Took part in the visualization of the Christmas campaign of 2017
- Helped email team with day to day sales emails

AgencyEvolved Oct. 2015 - Dec. 2018

Graphic Design Contractor

Worked with small agency creating visual identities, print media, and advertising campaigns for small local insurance companies

- Creating logos
- Building promotional marketing pieces
- Coming up with brand identities

Pixel Park Jul. 2017 - Aug 2017

Graphic Design Contractor

Collaborated with small motion agency creating style frames for animations and video production

- Built ideation and style frames for pitches
- Designed style frames for a Nationwide project

Holden Ellis Sept. 2016 - May 2017

Junior Designer

Collaborated with small startup team working on retainer clients creating assets for web, and social

- Lead multiple social media campaigns for local brands
- Created over 100 icons for a brand identity project for a gym