

JASSENIA RODRIGUEZ

ART DIRECTOR

EDUCATION

UNIVERSITY OF MIAMI

Bachelor of Science *May 2015*
Creative Advertising major
with visual journalism
and psychology minors.

SKILLS

ENGLISH

Fluent

SPANISH

Proficient

OTHER

Photoshop

Indesign

Illustrator

Bridge

Premier Pro

Keynote

STYLE POINTS

Creative thinker. Hard worker.

Risk taker. Detail oriented.

Team player. Goal setter.

Third degree black belt.

Kayaker. Dog lover.

PORTFOLIO

jasseniarodriguez.com

WORK EXPERIENCE

CHEWY

Art Director *May 2020 - Present*

As an Art Director at Chewy, I have had the opportunity to concept and truly own various campaigns. In my role as Art Director I concept campaign ideas, create the visual direction and toolkit, direct photoshoots, execute campaign assets across print, ecom and social, and present to VPs and Stakeholders.

MARKHAM & STEIN

Art Director *January 2018 - March 2020*

As an Art Director, I have had the opportunity to concept and art direct for brands such as Santa Margherita, Ryder, Virgin Voyages, Youfit, Mercury Marine, Miami Herbert Business School, Visit Florida, and Liebherr. I produced 360 campaigns for Mercury Marine, Ryder, Youfit, and Miami Herbert Business School to name a few. I also worked on pitches for JetBlue, Virgin Voyages, and Santa Margherita.

CRISPIN PORTER + BOGUSKY

Art Director *February 2016 - January 2018*

As an Art Director, I have had the opportunity to concept and art direct for brands such as Vonage, Aspen Dental, Ryder, Letgo, Canary, Embraer, and Bauducco. I produced a print campaign for Ryder, a television spot for Vonage and a 360 campaign for Bauducco. I also worked on pitches for Slimfast, Pep Boys, and Harry's.

CRISPIN PORTER + BOGUSKY

Freelance Art Director *August 2015 - February 2016*

As a freelancer, I worked on clients such as Letgo, Ryder, and Infinity Mexico. I also worked on pitches for Food Lion, Vonage, and Tracfone.

CRISPIN PORTER + BOGUSKY

Art Director Intern *June 2015 - August 2015*

As an intern, I worked on clients such as Mission 22, Santa Margherita, and Ryder. I also had the opportunity to work on a pitch for Magic Leap.

50 EGGS INC.

Designer *May 2014 - October 2015*

As the graphic designer I was able to work closely with the Director of Design, assisting with the layout and design of branding books, presentation boards, logos, mood boards, mockups and renderings for new projects.

CONTACT

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