



JOHN RODAS

VISUAL CREATIVE

IN-HOUSE DESIGN

MARKETING

ABOUT

I have a keen eye for design and composition and possess confidence and proven skills across many visual mediums. As a formally trained designer and self-taught photographer and videographer, for me, an ideal position would use each of these skills in some capacity.

Through years of in-house and freelance design experience, I've honed my ability to distill the broad strokes and unrefined ideas of colleagues and clients into a cohesive, engaging visual message that commands attention. While maintaining established brand standards, I know how to translate my personal style, taste and design sensibilities to make any client or organization shine in print, digital and beyond.

CONTACT

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312.608.5752

EDUCATION

◆ BFA IN GRAPHIC DESIGN / 2010

Illinois Institute of Art — Began my education as an advertising major before ultimately graduating from the graphic design program.

EXPERIENCE

◆ WOODLANDS ACADEMY / 2010 - PRESENT

Associate Director of Marketing — Collaborated with department directors and colleagues to execute an array of projects in print design, publications, fundraising campaigns, digital marketing and more.

◆ ICCW PRESENTATION BALL / 2016 - 2019

Publication Design — Worked with club chairman to create a 94-page, perfect bound, foiled and embossed program book for annual presentation ball.

◆ REMIX LIFESTYLE / 2016 - PRESENT

Branding, Signage & Package Design — Worked with client to develop brand identity and packaging for a line of aromatherapy and beauty products. My work for Remix has been featured in Paper, Glamour, Allure, Refinery 29, UrbanOutfitters.com and more.

SKILLS

DESIGN • PHOTOGRAPHY • VIDEO EDITING

I bring to the table a proficiency or fluency in many applications of Adobe Creative Cloud and have the capacity to self-learn others quickly. My years serving as an in-house designer have brought me experience in brand management, vendor relations, print-production, signage, large-format design applications and interior design.

INDESIGN



LIGHTROOM



PHOTOSHOP



PREMIERE



ILLUSTRATOR



AUDITION

