Diego Rodríguez

Digital Media Specialist | Motion Graphics & UX/UI | Creative Director

diezdr02@gmail.com | (915) 291-5998 | Cd. Juárez, Chih.

Professional Summary

Multidisciplinary creative with over 5 years of experience in digital design, visual storytelling, and user-centered web experiences. Adept at leading creative teams, producing high-quality visual content, and aligning design strategies with business goals.

Professional Experience

Creative Director | Minski Inc. (Remote)
Nov 2023 – Present

- Led design and marketing teams in producing branding, websites, and animations.
- Launched a high-conversion website in under one week.
- Created motion demos that helped secure investor funding.

Digital Media Specialist | Naviah LLC
Mar 2022 – Nov 2023

- Designed websites and campaigns with a strong UX focus.
- Reduced site delivery time by 80% by internalizing web development.
- Introduced motion graphics to expand service offerings.

Graphic Designer | Smedia
Aug 2019 – Mar 2022

- Created brand visuals across digital platforms.
- Boosted client portfolio by 20% due to design quality.
- Streamlined team workflow, improving output efficiency by 60%.

Education

Bachelor's in Digital Design | Universidad Autónoma de Ciudad Juárez (Expected: Nov 2027)

Skills & Tools

• Adobe CC, Figma, Webflow, Spline
• Motion Graphics, UI/UX, Photography, Storyboarding
• Leadership, Time Management, Visual Communication

Languages

Spanish (Native), English (Advanced)