

# Contact

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# Education

## Centennial College

Children's Media Postgrad  
2020-2021

## Mercyhurst University

B. A. in Graphic Design  
2010-2014

# Skills

## Technical Skills

- Adobe Creative Suite (*Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom*)
- Figma
- Canva
- Motion Graphics
- Video Editing
- UI/UX
- Brand Development & Visual Identity
- Print & Editorial layouts
- Digital and Social Media asset creation.

## Soft Skills

- Creative Direction & Leadership
- Strategic Thinking & Problem Solving
- Cross-functional Team Collaboration
- Effective Communication

# Rod Claros Berlioz

Senior Graphic Designer

Versatile professional with abilities in many core areas vital to the production and design of engaging and business-savvy media. Approachable and supportive leader, always keeping in mind the team and project's growth and well-being.

# Experience

## Design Manager/ Design Lead - Lighthouse Labs (Tech -TO): Dec 2023-Jun 2024

- Created designs in Adobe Creative Suite programs and Figma for use in stakeholder presentations, print materials, email, social media, and client-focused communications.
- Spearheaded design processes to align with stakeholder specifications and quarter targets.
- Built strong relationships with stakeholders through clear communication of design objectives.
- Delivered top-quality design solutions resulting in positive reception and a 35% increase of brand engagement on LinkedIn.
- Conceptualized and created visual style guides for various marketing projects and campaigns such as the SQL Essentials Course Bundle. A course that introduced more than 2,700 students to the world of data analytics in it's first week.
- Coordinated cross-functional teams and projects to ensure high-quality designs, meeting all deadlines and budget parameters.
- Mentored and supported a creative team of 4 (web designer, videographer, content writer, contract designer), providing guidance on design work, brainstorming, and practices that enhanced their skill set.

## Graphic & Production Artist - Lighthouse Labs (Tech -TO): Apr 2022-Dec 2023

- Visually enhanced products through graphic design, typography, illustration, photography, signage, and motion graphics streamlining workflows and implementing efficient processes.
- Maintained brand consistency across multiple platforms by adhering to strict style guidelines.
- Excelled in adapting quickly to new technologies and software programs like Figma, Canva, and Klaviyo, while staying current with industry trends.
- Developed creative solutions to complex design challenges, resulting in visually appealing and engaging materials that led to a steady 15.3% increase in new student conversions.

## Volunteer Designer - TAAFI (Animation Festival, TO): Mar-Oct 2021

- In charge of adapting and creating social media and attendee-focused assets for two of the main events (over 250 attendees) in the festival's calendar.
- Created the visuals and style guide for The Big Pitch, a global contest where the top 3% of animation executives selected top-quality animated show pitches for production.

## Graphic Designer-MassDDB - Advertising, HON): 2017-2020

- In charge of creating brand materials, key visuals for new-business/campaign pitches, social media content, and social media copy for multiple top-tier clients like Yamaha Motors.