Rod Claros Berlioz

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Toronto, ON

Creative Lead - Art Director - Graphic Designer

Professional Summary

Creative lead and art director with 9+ years across graphic design, motion graphics, brand development, packaging, and multi-channel content production. Proven track record leading creative teams and delivering design work tied to measurable business outcomes.

Experience

Senior Designer - *IPEX by Aliaxis*

04/2025 - 02/2026

- Oversaw the production of on-brand graphic material and packaging for our 5 North American business segments and their 10+ product lines.
- Maintained and updated our 3000+ asset North American product and image library, guaranteeing brand consistency and quick retrieval.
- Art directed graphic, motion, print, and packaging materials created by the Graphics team for our 5 North American segments.
- Created presentations and case studies for new business pitches that have earned us contracts of over $300,000.
- Bridged the creative and marketing teams by managing timelines, meetings, and deliverables, ensuring quick turn arounds and on-brand assets.
- Improved and streamlined our Monday.com project pipeline, assuring correct briefs, reference materials, and project start quality.
- Aligned work assignments with individual growth objectives, guaranteeing professional growth for the Graphics team members.

Freelance Design Consultant

06/2024 - 04/2025

- Collaborated with local energy drink business to reinforce, and reshape branding and packaging elements that guaranteed additional grant funding for brand development and product distribution. Proposals were crafted and presented by using programs such as the Adobe Creative Suite and Figma.

Design Lead - *Lighthouse Labs*

12/2023 - 06/2024

- Led a full creative pipeline revamp, restructuring workflows to provide high-quality design solutions amid rapid tech industry disruptions.
- Created multi-tiered assets with the Adobe Creative Suite programs and Figma, from stakeholder materials, print, emails, to social media.
- Executed directions for a clear visual style guide 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 its first week.
- Spearheaded top-quality design solutions, resulting in a positive reception and a 35% increase in brand engagement on LinkedIn.
- Assessed creative briefs to source required materials, collaborators, and optimum delivery timelines.
- Mentored a team of 4 (web designer, videographer, content writer, contract designer), guiding design work, and brainstorming sessions.

Graphic Artist - *Lighthouse Labs*

04/2022 - 12/2023

- Translated company values and stories into high quality design pieces, motion graphics, video content, and other creative communication solutions, building a cohesive visual voice across all owned channels.
- Strengthened brand and elevated brand optics by refining the visual tone which led to a 7% increase in engagement on social media.
- Created templates and layouts for social media and video channels reducing production and launch times on recurring content.

Volunteer Designer - *Toronto Animation Arts Festival International*

03/2021 - 10/2021

- Created the festival's social media assets and video-based posts along with visuals and style guide for The Big Pitch, an event where original IP was presented to the top animation executives in Canada.

Graphic Designer - *DDB*

2017-2020

- In charge of high quality key visuals for brands like Yamaha and the Special Olympics. Created branding and packaging for a local brewery (Honduras Brewing Co.) and their multiple products.

Key Skills

Personal: Leadership, Critical & Creative Thinking, Resourcefulness, Growth Mindset

Technical: Adobe Creative Cloud (*Photoshop, Illustrator, Lightroom, AfterEffects, InDesign, PremierePro*), Figma, Project Management (Monday,.com Asana, Airtable), Brand Development & Guidelines, Packaging, Creative brief development, Campaigns, Animatics, Motion graphics, Social media assets, Print/editorial design, Email design, Landing page design, Image editing + manipulation, Video editing.

Education

Centennial College - 2020-2021
Children's Media Postgrad

Mercyhurst University - 2010-2014
B. A. in Graphic Design