

Nicole Rodriguez

graphics + motion designer

Detail-oriented and highly motivated graphic designer with expertise in brand development, motion graphics, and 360 marketing campaigns. Proven ability to create engaging visuals that enhance brand storytelling and drive audience engagement. Adept at collaborating with cross-functional teams to execute high-impact designs across social, corporate, and digital platforms.

experience

JUL 2021 - PRESENT
MIAMI, FL

Graphic Designer & Animator / TelevisaUnivision

BRAND STRATEGY & CORPORATE MARKETING

- Partner with the Brand Manager to conceptualize and execute branding projects and comprehensive 360 marketing campaigns.
- Collaborate cross-functionally with various teams to drive social and digital campaigns, corporate initiatives, internal communications, rebranding efforts, and web experiences.
- Develop and maintain cohesive brand visual systems with a wide range of assets including: motion graphics, PowerPoint templates, social media, file organization, etc.
- Establish and refine brand guidelines and toolkits to ensure consistency across all company properties and marketing efforts.
- Design and animate compelling motion graphics for video content, brand storytelling, and digital marketing initiatives.
- Delegate tasks efficiently among freelancers and junior designers to ensure timely and high-quality deliverables.
- Track and update project

JAN 2020 - JUL 2021
MIAMI, FL

Junior Graphic Designer / Univision Communications Inc.

CORPORATE & OFF-AIR MARKETING

- Lead creative design for high-impact social media campaigns, driving engagement and brand recognition across key initiatives.
- Collaborated with senior designers and art directors to develop cohesive branding strategies for 360 marketing campaigns, increasing audience engagement.
- Work closely with freelance designers and provide creative direction.
- Manage & maintain team files organized for internal & external distribution.

JAN 2019 - JAN 2020
MIAMI, FL

Freelance Graphic Designer / Univision Communications Inc.

ART DEPARTMENT

- Handle daily requests including email blasts, social media posts, updating and creating PowerPoint templates, etc.
- Collaborate with the Assistant Art Director on branding projects & 360 campaigns.
- Design graphics for internal employee events/initiatives.
- Maintain cohesive corporate brand system across internal initiatives and marketing campaigns.

education

JUL 2022 - SEP 2022

Animation Bootcamp Course

SCHOOL OF MOTION
Virtual

AUG 2017 - DEC 2018

Bachelor of Fine Arts, Graphic Design

FLORIDA ATLANTIC UNIVERSITY
Boca Raton, FL

JAN 2014 - JULY 2017

Associate of Arts

BROWARD COLLEGE
Davie, FL

technical skills

ILLUSTRATOR LIGHTROOM

PHOTOSHOP INDESIGN

AFTER EFFECTS KEYNOTE

POWERPOINT WORD

CEROS FIGMA EXCEL

awards

Telly Award / 2024

HOLIDAY CAMPAIGN 2023
Corporate Image: Bronze

Telly Award / 2023

BPR INTRO (BUSINESS PLANNING REVIEW)
Corporate Image: Silver

Telly Award / 2023

TU RECRUITMENT
Workplace Culture: Silver

Telly Award / 2023

HISPANIC HERITAGE CAMPAIGN
Branding Campaign: Silver

Telly Award / 2022

HISPANIC HERITAGE CAMPAIGN
Branding Campaign: Silver

languages

English /
FLUENT

Spanish /
FLUENT