

Nicole Rodriguez

graphics + motion designer

Multidisciplinary designer and art director with experience leading creative initiatives across brand identity, campaigns, digital experiences, and motion design. Skilled in translating strategy into compelling creative solutions that elevate brand storytelling across platforms. Adept at balancing hands-on design execution with creative direction, mentoring teams, managing timelines, and collaborating with senior leadership and external partners to deliver exceptional results.

experience

2022 – PRESENT
MIAMI, FL

Sr. Graphics & Motion Designer / TelevisaUnivision, Inc.

BRAND STRATEGY & CORPORATE MARKETING

- Serve as Art Director across multiple corporate projects, overseeing timelines, approvals, and workflow management in HIVE while providing strategic creative direction and feedback to internal teams and external design agencies.
- Partner with the Brand Manager and Art Director to develop visual identities, campaign toolkits, and brand guidelines across global, national, and local initiatives.
- Translate strategic objectives into creative direction and design systems that communicate brand purpose and campaign goals.
- Present creative concepts and campaign strategies to senior marketing and communications leadership for alignment and approval.
- Mentor junior designers, fostering conceptual thinking, design craft, and collaboration across the team.
- Manage end-to-end creative execution, including motion graphics, website design, digital experiences, and internal activations, ensuring consistency across all platforms.
- Collaborate with production teams on photography, video, and on-site activations, ensuring cohesive brand storytelling across every medium.
- Lead creative development for flagship initiatives such as Women's History Month ("ELLAS Más Que Un Mes"), Days to Shine, Hispanic Heritage Month, and internal cultural programs.
- Led the visual design for TelevisaUnivision's Upfront, crafting keynote narratives, brand portfolio assets, and integrated environmental graphics that connected the event space, press hub, activations, and headline content into one cohesive experience.
- Conceptualized and built interactive microsites and landing pages that extended live activations into the digital space, enhancing participation and engagement for experiences like Premios Juventud's hospitality program.

2020 – 2022
MIAMI, FL

Graphics & Motion Designer / TelevisaUnivision, Inc.

CORPORATE & OFF-AIR MARKETING

- Designed and animated graphics for B2B and B2C campaigns, spanning broadcast, tradeshow, and digital platforms, supporting major properties such as Latin GRAMMYS, Premios Lo Nuestro, and prime time novela premieres.
- Created interactive digital greeting cards for clients, integrating storytelling and brand voice through shareable microsites, such as TelevisaUnivision's Holiday Card.
- Partnered with the Distribution team to design promotional graphics and VOD materials, aligning creative assets with network programming and platform standards.
- Collaborated cross-functionally with Communications, PR, and Marketing teams to deliver cohesive 360° campaigns.
- Supported HR and Legal teams with branded materials for internal initiatives, including benefits programs and employee onboarding.
- Developed visual systems and templates for style guides, PPT decks, emails, and social media to strengthen corporate brand consistency.
- Supported event production teams, ensuring visual cohesion across digital screens, environmental graphics, and experiential activations.

2019 – 2020
MIAMI, FL

Junior Graphic Designer / Univision Communications Inc.

ART DEPARTMENT

- Assisted senior designers and art directors in executing campaign assets across digital, print, and event marketing channels.
- Produced supporting materials for social media, email marketing, and internal initiatives while maintaining alignment with corporate brand guidelines.
- Supported the Distribution team by designing VOD and promotional assets to accompany network launches and on-demand content.
- Managed production requests, organized design assets, and ensured timely delivery for cross-departmental needs.
- Adapted and localized creative materials for various markets as part of 360° campaign executions.
- Freelance collaboration evolved into a full-time design role, providing foundational experience in corporate campaign development.

technical skills

- ILLUSTRATORLIGHTROOM
- PHOTOSHOPINDESIGN
- AFTER EFFECTSKEYNOTE
- POWERPOINTWORD
- CEROSFIGMAEXCEL
- ELEMENTORHIVE

expertise

ART DIRECTION /
BRANDING & VISUAL IDENTITY /
MULTICULTURAL CAMPAIGNS /
EXPERIENTIAL DESIGN /
PRINT & DIGITAL DESIGN /
BRAND MANAGEMENT

awards

- Telly Award / 2025

WOMEN'S HISTORY MONTH
"ELLAS MÁS QUE UN MES"
Social Impact: Silver
- Telly Award / 2025

BRING YOUR CHILD
TO WORK DAY
Workplace Culture: Silver
- Telly Award / 2024

HOLIDAY CAMPAIGN 2023
Corporate Image: Bronze
- Telly Award / 2023

BPR INTRO
Corporate Image: Silver
- Telly Award / 2023

TU RECRUITMENT
Workplace Culture: Silver
- Telly Award / 2023

HISPANIC HERITAGE CAMPAIGN
Branding Campaign: Silver

languages

English /
FLUENT

Spanish /
FLUENT

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

contact

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sunrise, fl