





# Ana Rodrigues

Graphic Designer

## CONTACT

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 Toronto, ON

## EDUCATION

**Humber College**  
Graphic Design



**St. Brother Andre**  
Highschool

## SKILLS

Adobe Creative Cloud  
Web Flow  
Figma  
UX/UI  
Digital Marketing  
Branding

## REFERENCE

**Nicole Morrison**  
*FanDemand Inc. | Creative Director*  
 [nicole@ftxpartners.com](mailto:nicole@ftxpartners.com)  
 +1 (289) 987-8040

**Julia Do Alamo**  
*FanDemand Inc. | Lead Brand Designer*  
 [Julesdoalamo@gmail.com](mailto:Julesdoalamo@gmail.com)  
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## PROFILE

Fascinated with anything vintage, mid-century or sustainable. My focus is directed on creating impactful, thought-provoking designs, which work to push boundaries of the "norm" (like my idol, Andy Warhol). It is my belief that every piece of work needs to tell a story and possess strategic reasoning behind the way it is designed. I am a multi-disciplinary designer who is focused on visual storytelling through the power of brand development, digital marketing, print collateral, and interactive design. I strongly believe that design has the power to make an impact, and that impact is something I would love to spend my life taking part in.

## WORK EXPERIENCE

### FanDemand Inc.

1 yr 10 mos

 **Lead Product Designer** Jan 2022 - December 2022 | 1 year

Works alongside the Creative Director & CEO executing the strategic vision for the growing enterprise. Initiatives are global in scope.

Designing Digital products to add value to people's experiences within the physical world. Working on a variety of projects that required me to constantly seek knowledge across multiple industries. The challenge of taking complex information and presenting it in ways that people can understand. This results in an iterative process of experimentation when it comes to exploring ways to effectively convey the story someone is trying to tell their intended audience.

Responsible for the hiring process; Built and led a creative team (UX/UI & Marketing/ Communication). Defining roles and responsibilities for each team member.

 **Junior Graphic Designer** Sep 2021 - Jan 2022 | 5 mos

 **Graphic Design Intern** May 2021 - Sep 2021 | 5 mos

### Graphic Designer

**Marlas Fashion** April 2021 - May 2021 | 2 mos

Worked collaboratively with a small marketing team on large-scale digital marketing campaigns. Designed landing pages for niche markets, email marketing, and social media profiles. Assisted social media manager with daily tasks e.g. putting out TikTok videos, email scheduling on our latest drop, and researching different platforms where our product could succeed.

### Freelance Graphic Designer

**Self Employed** Feb 2019 - Sep 2021 | 2 yrs 8 mos

Skilled in various mediums, including but not limited to; User Experience, User Interface Design, Prototyping and Branding. I have a background in Digital Marketing, Graphic design & Product Design

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BRANDING PORTFOLIO](#)