





# Ana Rodrigues

Graphic Designer

## CONTACT & SOCIALS

 [anarodriguesdesign](#)  
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 <https://arodrigues.ca>  
 Toronto, ON

## EDUCATION & GROUPS

**24 Seven Talent**  
Toronto, ON

**Creative Circle**  
Toronto, ON

**Humber College**  
Graphic Design

**St. Brother Andre**  
Highschool



## SKILLS & SOFTWARE

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

## REFERENCES



### 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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[CLICK HERE FOR MY  
BRANDING PORTFOLIO](#)

## PROFILE

I am a passionate and detail-oriented Graphic Designer, dedicated to producing visually appealing, memorable, and impactful designs. With a thorough understanding of design principles, I translate ideas and concepts into compelling graphics for both print materials and digital platforms. I constantly strive to push the boundaries of creativity and innovation by staying updated on the latest design trends and technologies. Thriving in fast-paced environments, I enjoy the challenge of satisfying clients' needs and leaving a lasting impression through captivating and motivational graphics. My fascination with vintage, mid-century, and sustainable aesthetics, fuels my focus on creating thought-provoking designs that challenge the norm. I firmly believe that every design should tell a strategic story and have the power to make a meaningful impact. As a multi-disciplinary designer, I specialize in visual storytelling through brand development, digital marketing, print collateral, and interactive design. Join me in the journey of creating designs that not only captivate but also contribute to a lasting impact in the world!

## WORK EXPERIENCE

### Freelance Graphic Designer

**4 Years**

Self Employed

*Jan 2019 - Present*

Skilled in various mediums, including but not limited to; UX/UI, Branding, Print, Email Marketing, Social media management. I have a background in Digital Marketing, Graphic design & Product Design. *Recent clients include:*

#### Brees Communications Inc.

**Print Production**

I was tasked with creating adaptations for both English & French assets as well as generating editable designs for both print and social media promotional initiatives.

#### IBM

**Logo & Banner Design**

For this project I was tasked with developing a logo and banner for an internal project with the IBM Marketing & Communications team.

### FanDemand Inc.

**1 yr 10 mos**

#### Lead Product Designer

*Jan 2022 - December 2022 | 1 Year*

Worked 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 interactive 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*

### Marlas Fashion

Marketing Designer

*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 latest drops, and researching different platforms where our product could succeed.