

# NAPHTALI RODRÍGUEZ

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## FREELANCE

BOSTON, MA, LOS ANGELES, CA  
SAN FRANCISCO, CA, SCOTLAND, UK  
01/1998 - PRESENT

*Created logos, branding materials, illustrations, marketing collateral, mobile apps, and web sites for clients such as:*

American Automotive Association (AAA)  
American College of  
Traditional Chinese Medicine  
Boston College School of Law  
Boston Dance Alliance  
Center for Asian American Media  
Center for Culinary Development  
Consulate General of Canada  
FilmArts Foundation  
Gap Inc.  
Giant Healthcare Inc.  
Headquarters Advertising Inc.  
Ketchum Advertising  
Los Angeles Department of  
Water and Power  
San Francisco Triathlon Club  
Viscera Inc.  
Williams-Sonoma Inc.  
WonderBar Boston Inc.  
Young and Rubicam Advertising Inc.

## SKILLSET

Mac OS | Windows  
Adobe Creative Suite | iWork/MS  
Office | HTML | Typography | Drawing  
Storyboard | Copywriting | Spanish

## QUALIFICATIONS

Massachusetts College Of Art & Design  
Bachelor of Fine Arts *Candidate*,  
May 1999

## TRAVELS

Brazil, Belgium, Britain, Canada,  
Costa Rica, Holland, Honduras, Mexico,  
Panama, Puerto Rico, Spain, & Venezuela

## INTERESTS

Fine art, design, music, painting,  
poetry, creative writing, graffiti, comics,  
cartoons, giant robots, fashion.

*Portfolio & References Available Upon Request*

An accomplished **creative director** with over **sixteen years experience** possessing extensive knowledge in all aspects of graphic design including illustration, print, marketing, branding, mobile app and web design. My focus centers on **collaborative ideas** that push the envelope of **creative endeavors**, combining **market knowledge** and **technical expertise** to make clever ideas a reality. My goal is to find an organization that will use my skill set to allow my **ideas and creativity** to flourish.

## EXPERIENCE

### SENIOR ART DIRECTOR

01/2012–08/2015 | EVEO, INC. | SAN FRANCISCO, CA

As a member of the creative team, I was responsible for the design and management on a number of **UI/UX projects for pharmaceutical clients**. These projects were taken from pencil sketches to client presentation to **digital implementation** under my careful supervision. I approach my work with the caveat that **good design can make all the difference** when trying to make a sale and when **leaving a positive impression** with a user/customer.

### ART DIRECTOR

04/2010–01/2011 | VELTI, INC. | SAN FRANCISCO, CA

As a member of the marketing team, I was responsible for developing **company-wide branding standards**, and as a result implementing a unified look and feel for the company's presence **throughout the US**. This was executed by utilizing **digital technologies**, multimedia, interactive flash product demonstrations, video product demonstrations and **online video promotions**, all supported with print campaigns. In addition to this, I art directed brand logo creation, brand icon creation and user interfaces for **mobile web, mobile apps** and **websites**.

### ART DIRECTOR, PRODUCTION ARTIST

08/2008–08/2009 | DINE MARKETING, INC. | SAN FRANCISCO, CA

Responsible for the art direction of illustration, print and design, logo creation, advertising character design, and typography for various food clients including **Columbus Meats, Ooba Beverages, Le Tourment Vert** and **KettlePop Popcorn**. I was also tasked with improving the efficiency of the production studio to increase communication and **creative workflow**.

### SENIOR DIGITAL ARTIST

10/2005–2/2008 | KANE & FINKEL, INC. | SAN FRANCISCO, CA

Responsible for managing all aspects of **art direction** and design for a variety of pharmaceutical clients including **Neutrogena** and the **OrthoNeutrogena** brands, **Prograf, Abbott, Depomed, Intralase, Connetics, Myogen** and **Gilead**. In addition to this I was also responsible for **mentoring and training junior production artists**, helping them become an effective and efficient part of the production studio.

### ART DIRECTOR SPECIAL PROJECTS

12/2004 – 10/2005 | YOUNG & RUBICAM, INC. | SAN FRANCISCO, CA

After successfully completing a freelance stint at Headquarter Advertising and **Gap Inc.**, at Y&R my talent was discovered. My responsibilities grew to include design, art direction and production for **pitch materials** and various clients such as **Chevron, Sun Maid Raisins, Hitachi, Wellpoint, Polycom, and Radio Shack**. I also provided monthly art direction and design for the **ExtraMile Markets** point of purchase campaign.

### PUBLICATIONS & GRAPHICS COORDINATOR

9/2000 - 8/2003 | CELEBRITY SERIES, INC. | BOSTON, MA

I worked under the direction of the Vice President of Marketing as the only **in-house art director**, responsible for the creation of all promotional material and marketing ads. I also provided **direction and management** to various print companies for **quality control** on printed materials. I developed and created logos, characters, brochures, newsletters, posters, programs, signs, ads, invitations and web sites (e.g. [www.celebrityseries.org](http://www.celebrityseries.org))