

ABOUT

I transform ideas into dynamic visual narratives.

Acquired and extensive experience as a **graphic designer and multimedia artist**, I specialize in brand identity and animation (2D, traditional, motion graphics) for film, social media, and video games.

I lead projects from beginning to end, taking on key roles as design coordinator, content editor, and scriptwriter, ensuring a complete and coherent plan development.

Portfolio:
srodriguezdesign.com

s.rodriguez.clavijo84@gmail.com
(+54) 301 673 08 98
Bogotá, Colombia

LANGUAGES

Spanish: **Native**
English: **Professional**

MASTERY

85% **Ai**

85% **Ps**

80% **Ae**

80% **Pr**

65% **MOHO**
ANIMATION SOFTWARE

EXPERIENCE

FREELANCE DESIGNER

Animation / Graphic Designer / Media Producer

June 2016 – ongoing | Bogotá, Colombia

- Graphic Designer specializing in brand identity and multimedia design. I also develop concept art for video games. My focus areas include 2D animation, UI design, character design, and motion graphics.

FLIX MEDIA COLOMBIA SAS (In-House Production / Marketing Team)

Design Coordinator / Marketing Assistant / Technical Support Accord

April 2020 – may 2025 | Bogotá, Colombia

- Created advertising pitches and animated spots (motion graphics and video editing) for movie theater screens and lobby activations as semi-senior motion graphic animator AD designer.
- Implemented a sales model focused on strategic alliances with high-profile films. Also backed sales representatives in campaign management and assistance in multiple minor tasks.
- Coordinated high-profile campaigns and disruptive activities within movie chains through BTL and ATL proposals.
- Started implementation of AI technologies and tools for better workflow both on marketing and design teams.
- Provided bilingual implementation and support for the Advertising Accord system in Cinemark Colombia and Cinemark LATAM marketing teams.

Ad Designer / Marketing Assistant

August 2016 – april 2020 | Bogotá, Colombia

- Created advertising pitches and animated spots (motion graphics and video editing) for movie theater screens and lobby activations as junior motion graphic animator AD designer.
- Created multiple graphical assets for presentations, movie theater events in-house events, and client events.
- Created multiple pitch ideas as power point presentation designer for diverse clients and intern corporate events.
- Developed a conversion and deployment method for spot distribution for both design and marketing teams.

TIPITAP

Playtester MID / Production Assistant

March 2014 – june 2016 | Buenos Aires, Argentina

- QA game tester for various educational applications and games.
- Supported the design and conceptualization team by providing feedback on ideas and identifying development flaws.
- Assisted production teams in developing interactive applications.

EDUCATION

ANIMATED MOVIE DIRECTOR

Escuela de Arte Multimedial Da Vinci | 2011 - 2015, Buenos Aires, Argentina

GRAPHIC DESIGN PROFFESIONAL

Universidad Jorge Tadeo Lozano | 2004 - 2008, Bogotá, Colombia

SKILLS

Graphic design (graphic identity) | Animation (2D, Traditional Motion Graphics)
Vide editing | Screenwriter | Information technology (Basic) | Ad pitches
development Expertise in entertainment industries (Film, Gaming and Advertising)
QA / Playtester MID | Adaptability | Resourceful