

# Maya Rodriguez

## Creative Director

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## Professional Summary

Creative Director with 12 years of experience in leading brand strategy, art direction, and design innovation. Proven track record in delivering award-winning campaigns and building cohesive visual identities for global clients. Expertise in typography, digital design tools, and collaborative team leadership.

## Work History

Creative Director 2022 – Present

- Led rebranding for Fortune 500 client, increasing brand recognition by 40%
- Directed cross-functional teams of 15+ designers and copywriters
- Pitched and won 8 new accounts totaling \$5M in annual revenue

Senior Designer 2018 – 2022

- Designed packaging for luxury consumer goods, resulting in 25% sales uplift
- Mentored 5 junior designers, improving team efficiency by 30%
- Developed typographic systems for global brand guidelines

Designer 2014 – 2018

- Created user-centered digital experiences for healthcare clients
- Collaborated on prototyping tools that reduced design iteration time by 50%
- Presented work at 3 international design conferences

## Skills

- Brand Strategy
- Art Direction
- Typography
- Figma
- Adobe Suite

## Education

BFA Graphic Design  
Rhode Island School of Design (RISD)  
2014

## Awards

- Cannes Lion 2023
- D&AD Yellow Pencil 2021