



**Luis O. Rodríguez**  
 A.K.A Luigui  
 CREATIVE  
 DESIGNER  
 SR. ART DIRECTOR  
 ILLUSTRATOR



## ABOUT ME

I have over 19 years of experience as a creative and art director conceptualizing and developing ideas for different brands, winning a number of local and international awards along the way. As a great teamworker, I'm always eager to keep growing and learning in different fields of the creative and advertising industry.

## EDUCATION

**Columbus College of Art & Design** Bachelor in Fine Arts, Illustration. 2000 - 2004  
**Polytechnic University of Puerto Rico** Masters in Landscape Architecture.

## WORK EXPERIENCE

### Graphic Designer FINISHES SOLUTIONS

Waller, TX

Responsible for developing strong visual design for all internal communications and marketing for the firm, from print to social and more. Craft cohesive brand narratives across platforms, ensuring consistency. Elevate company's brand identity through diverse visual content.

# 2014

### Sr. Art Director

Y&R San Juan, P.R.

Responsible for developing strong visuals and concepts for advertising campaigns which include TV, digital, print, outdoor, radio and alternate media. I worked for different accounts such as: **DIRECTV, Heineken, T-Mobile, Hershey's, Santander Banking, Nissan.**

# 2008

### Art Director

ARTEAGA & ARTEAGA

San Juan, P.R.

Responsible for developing strong visuals and concepts for advertising campaigns which include TV, digital, print, outdoor, radio and alternate media. Also oversee final production of the materials produced. I've worked for different accounts such as: **20th Century FOX, Bristol Myers Squibb, KIA, Primera Hora** (Newspaper), **John Dewey College.**

# 2004

# 2023

### Sr. Art Director

LOPEZ NEGRETE COMMUNICATIONS

Houston, TX

Responsible for developing strong visuals and concepts for advertising campaigns which include TV, digital, print, outdoor, radio and alternate media. Management and mentoring art directors and copywriters. I've worked for all the clients in the agency but my main accounts consists of **Samsung, Chrysler, Dodge, RAM.**

# 2011

### Art Director

BADILLO NAZCA SAATCHI AND SAATCHI

San Juan, P.R.

Responsible for developing strong visuals and concepts for advertising campaigns which include TV, digital, print, outdoor, radio and alternate media. I've worked for different accounts such as: **Toyota, Lexus, Wendy's, General Mills, JCPenney, Telemundo, P&G, El Nuevo Día** (newspaper), **Claro** (cellular company).

# 2007

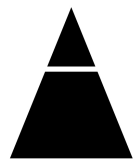
### Jr. Art Director

LEO BURNETT

San Juan, P.R.

Responsible for developing strong visuals and concepts for advertising campaigns which include TV, print, outdoor, and radio. I worked for different accounts such as: **McDonalds, Nissan, Kellogg's, DIRECTV, P&G, Mendoza** (Furniture store).

## RECOGNITIONS



## SKILLS

Photoshop, Illustrator, InDesign, Illustration, Retouching, Illustration/Drawing, Fully Bilungual (English and Spanish)

## REFERENCES

Available upon request