

Rodrigo Vasquez

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SUMMARY

Brand and Graphic designer with experience across agency, nonprofit, and start-ups environments. Specializes in brand identity, editorial and web design— building cohesive visual systems from concept through production for print and digital products.

EDUCATION

MFA in Graphic Design | California Institute of the Arts

Sep 2024 – May 2026 | Valencia, CA

BFA in Graphic Design | Gerrit Rietveld Academie

Sep 2011 – Jul 2017 | Amsterdam, Netherlands

EXPERIENCE

Graphic and Web Designer | Rodrigo Vasquez Graphic Design

2017 – Present | Los Angeles, CA

- Brand identity, web, and campaign design for artists, designers, and clients in hospitality and travel.
- Designed and built Wordpress websites for Photo Memories Lab (U.S.) and two of its clients in organic goods and travel.
- Delivered logo, banner system, and social media identity for Orion Supermercados in contract with Nebula Web & Marketing.

Exhibition Designer & Venue Curator | California Institute of the Arts

Jan 2026 – May 2027 | Los Angeles, CA

- Designed an end to end multimedia exhibition for EXPO 2026, unifying painting, time-based media, and information design into a single spatial identity and wayfinding system.

Graphic Design Intern | Kilograph

Jul 2025 – Sep 2025 | Los Angeles, CA

- Supported branding, editorial design, UX, brand asset updates, and presentation design for West Coast real estate, energy and architecture clients, contributing to multi-studio campaigns.
- Produced social media content documenting architectural landmarks across Los Angeles, aligning visual output with brand identity guidelines.

Graphic Designer | Crees Manu

Mar 2023 – Jul 2024 | Cusco, Peru

- Developed and expanded editorial, illustration, and brand identity assets across digital and print channels for a sustainability-focused nonprofit.
- Designed and art directed two field guide publications — a Rainforest Field Guide and a Scientific Guide of Mammal Tracks — from concept to final production.
- Applied consistent design systems across education leaflets, pitch decks, brand materials, and social media content.

Web Designer | Green Point Restaurant

Sep 2019 – Jul 2020 | Cusco, Peru

- Designed a custom WordPress website featuring online reservations, payment integration, job board and daily menu management for a vegan restaurant. I also designed and developed a companion site for partner brand Evergreen Yoga, structuring service and booking tabs for classes and massage treatments.

Graphic Designer | Makyl Engineering

Jun 2019 – Aug 2019 | Lima, Peru

- Designed a system of 50 three-dimensional icons in Adobe Illustrator representing mechanical engineering services, deployed across B2B web and print collateral targeting mining and engineering firms.

Visual Design Intern | Samhoud Creative Tech

Sep 2017 – Mar 2018 | Amsterdam, The Netherlands

- Designed keynote presentation decks for sales pitches and high-profile events, including The Next Web Conference.
- Collaborated with copywriters to concept and prototype AR/VR products for enterprise clients including Albert Heijn and Rabobank, taking concepts from ideation through mockup implementation in Photoshop and Illustrator across food, health, entertainment, and finance verticals.

SKILLS & TOOLS

Design: Brand Identity, Typography, Editorial Design, Art Direction, Motion Graphics, Illustration, UX/UI Design, Exhibition Design, Lettering, Email Design, Content Creation, Ads design, Apparel Silkscreening.

Software: Adobe Illustrator, InDesign, Photoshop, After Effects, Figma, Cinema 4D, Keynote, Mailchimp, Excel, Powerpoint, Office.

AI Tools: Claude, Gemini, Krea, Firefly.

Web: HTML, CSS, JavaScript, Wordpress, Webflow

Productivity: Google Workspace, Microsoft Office.

CERTIFICATIONS

Google UX Design Certificate — Coursera / Google | 2023