

# Christopher Rodriguez

Senior Graphic Designer | Branding | UI/UX | 3D & Motion | Web | AI/ML  
chrisrodesign.com • 512.784.6682 • linkedin.com/in/christufer • chrisgraphdesign@gmail.com  
Austin, TX

## Professional Summary

Creative senior designer with 10+ years of experience delivering brand-aligned visual solutions across corporate, government, and educational environments. Expert in Adobe Creative Suite, brand governance, marketing collateral development, environmental branding, and cross-functional project execution. Adept at managing multiple concurrent projects, collaborating with diverse stakeholder groups, and producing high-impact digital, print, and web assets. Brings additional strengths in 3D modeling, animation, UI/UX, and accessibility-compliant design.

## Professional Experience

### Graphic Designer – Educational Enrichment | 07/2024 – Present

- Lead creative development of educational activity layouts, branding assets, and marketing materials.
- Design logos, character concepts, vector illustrations, and instructional animations.
- Collaborate directly with clients to plan project scope, refine concepts, and deliver polished visual solutions.

### Educational Tutor & Substitute Teacher | Leander Independent School District | 04/2025 – Present

- Facilitate AVID inquiry-based learning sessions.
- Support instructional needs across multiple grade levels and subjects.

### UI/UX Developer & Planner II | Travis County Emergency Management | 06/2021 – 12/2023

- Designed and maintained public-facing emergency communication websites using HTML, CSS, and CMS tools.
- Produced digital graphics, layouts, templates, and instructional materials for county officials and first responders.
- Ensured brand consistency and Section 508/WCAG accessibility compliance across all web assets.
- Collaborated with emergency coordinators, communications teams, and planners to refine messaging and visual design.
- Developed incident-specific web templates and responsive layouts using ArcGIS Hub.
- Created wireframes and content plans using Adobe InDesign, Publisher, and Microsoft Office.

- Managed iterative revisions based on stakeholder feedback and evolving communication needs.
- Supported environmental and situational communication projects, including crisis messaging and geolocation interface layouts.

**IT Application Developer Sr. / Web & Graphic Designer | Austin Energy | 08/2019 – 01/2020**

- Designed UI concepts, landing pages, and digital assets in collaboration with developers and product teams.
- Presented design solutions during continuous improvement meetings and cross-functional reviews.
- Ensured brand consistency across internal and vendor-produced materials.
- Proposed CSS refactoring strategies to improve maintainability and visual consistency.
- Created mockups, managed expectations, and implemented approved designs.
- Supported ongoing web content updates and design requests.

**Graphic Designer & Web Content Manager | Austin Parks & Recreation – History & Museums Division | 06/2008 – 08/2019**

- Led visual branding for multiple cultural centers, museums, and citywide programs.
- Designed print and digital marketing materials including brochures, banners, email campaigns, and event collateral.
- Received Excellence Team Award for design contributions to the department's first Strategic Plan.
- Managed content in Drupal CMS and trained staff on graphics production and web best practices.
- Directed brand identity updates, including leading the 2010 Austin Parks & Recreation logo redesign.
- Produced animated introductions for conferences and departmental events.
- Oversaw large-scale content migration projects, establishing information architecture and production milestones.
- Designed environmental and facility-based graphics for cultural centers and public spaces.
- Collaborated with PIO, Marketing, and Public-Private Partnership teams to deliver high-impact visual solutions.

**Tools & Technologies**

Graphic Design & Branding: Adobe Photoshop, Illustrator, InDesign, Canva, Procreate

3D & Motion: Autodesk 3ds Max, Blender, ZBrush; Adobe Animate, After Effects, Premiere, Final Cut Pro

Web & UI/UX: HTML, CSS, JavaScript; Bootstrap, Foundation; Adobe XD, ArcGIS Hub, Survey123;  
Drupal CMS, IBM WebSphere; WCAG/508 accessibility testing (JAWS, SiteImprove)

Data & Development: Python, Google Colab; Xcode (Swift), Android Studio (Java)

Alerting & Communication Tools: Everbridge, Microsoft Office Suite

## **Education**

University of Texas – McCombs School of Business | Certification in Artificial Intelligence &  
Machine Learning | 2025

St. Edward's University | Bachelor of Arts in Computer Information Science | 2018

Austin Community College | AAS in Visual Communication / 3D Animation Specialization | 2005;  
Certificate in Visual Communication Design / Multimedia Technology | 2003