

Nurcary Rodriguez

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SUMMARY

Dynamic and innovative Creative Designer with over 7 years of expertise in digital design, 360 campaigns, user flows, UI/UX, branding, motion graphics, and data-driven storytelling. Adept at leading teams and transforming complex data into visually compelling presentations, showcasing KPIs and metrics to highlight campaign successes. Skilled in managing end-to-end creative processes, from concept to execution, with a proven ability to inspire teams, drive engagement, and deliver measurable results. Passionate about crafting impactful designs that resonate across platforms and audiences.

Core Competencies

Creative Expertise: 360 Campaigns, Branding, UI/UX, Motion Graphics, Presentation Design

Leadership: Team Management, Cross-Functional Collaboration, Creative Direction

Data Storytelling: KPI Visualization, Metrics Reporting,

Creative Dashboards, Infographics

Technical Skills: Adobe Creative Suite (Ps, Ai, Id), Adobe XD, Figma, Premiere Pro, After Effects, Google Slides, Power Point, AI Tools (MidJourney, ChatGPT) Asana, Slack

Platforms: Web Design (WordPress - Elementor), HeyGen, Amaze.co.

PROFESSIONAL EXPERIENCE

Sr. Designer

GenesisX / Remote, United States | June 2023 – Present

- Designed appless experiences, impulse campaigns, and interactive user flows for top brands, including Pepsico, P&G, Logitech, Nestlé Toll House, and Sanofi, increasing user engagement and conversions.
- Developed data-driven presentation designs showcasing campaign KPIs, metrics, and results for stakeholders, creating visually compelling dashboards and infographics.
- Created high-quality video editing and animations for user flows, enhancing campaign storytelling and customer interaction.
- Streamlined creative workflows with AI tools, reducing production timelines while maintaining design excellence.
- Collaborated with marketing and analytics teams to align visuals with strategic goals, ensuring cohesive messaging across platforms.

Sr. Digital Graphic Designer

Case-Mate / Atlanta, GA | September 2020 – June 2023

- Led a team of two junior designers to deliver 360 marketing campaigns for seasonal collections and product launches, overseeing all creative elements, including photoshoots, email campaigns, website redesigns, and social media content.
- Designed and maintained the Amazon Storefront, optimizing product visuals and layouts to boost visibility and drive conversions.
- Revamped the company's website, implementing UI/UX improvements that increased user engagement by 37%.
- Developed visually stunning creative assets, including email designs and social media assets, to enhance the brand's market presence.
- Collaborated with cross-functional teams to align creative direction with business goals, resulting in increased sales and enhanced brand visibility.

Digital Designer (freelance)

Creative Circle / Remote, United States | August 2019 – September 2020

- Delivered UI/UX designs, branding, and presentation decks for diverse clients, focusing on creating engaging, data-driven visuals.
- Designed motion graphics and video animations, enhancing storytelling for marketing campaigns.

Lead Designer

Quickly Media | Atlanta, GA | August 2017 – March 2019

- Directed creative projects, including social media campaigns, UI designs, and video editing.
- Collaborated with clients to develop data-driven visuals for paid social media campaigns, driving measurable ROI.

Graphic Designer

UBITS Learning Solutions | Bogotá, Colombia | September 2016 – April 2017

- Designed e-learning materials and visuals, ensuring engaging user experiences and aligning with educational objectives.

Graphic Designer

La Nacion | Neiva, Colombia | June 2015 – September 2016

- Created layouts and graphics for the newspaper- print and digital publications, enhancing storytelling and reader engagement.

EDUCATION

Bachelor's Degree in Graphic Design

University of ZULIA

ACHIEVEMENTS

- Led a team to deliver Casemate's 360 campaigns, achieving **40% growth in seasonal sales** and brand visibility.
- Designed **KPI-driven presentations** for GenesisX campaigns, earning recognition for clearly visualizing campaign successes.
- Spearheaded Amazon Storefront optimization for Casemate, resulting in a significant increase in product conversions.
- Improved workflows with AI tools, reducing design turnaround times by **20%** while maintaining quality.

Personal Highlights

- Passionate about discovering and implementing design trends that balance aesthetics and functionality, ensuring impactful and user-centric experiences.
- Experienced leader with a talent for coaching and mentoring teams to exceed creative expectations.
- Continuously exploring innovative tools, techniques, and strategies to push creative boundaries and deliver cutting-edge designs.

Languages

- English: Fluent
- Spanish: Native Speaker

