

Dilan Rodriguez

New Rochelle, NY | (845) 505.8011 | dilan2810@hotmail.com | Portfolio: thrudilan.com | LinkedIn: [thrudilan](https://www.linkedin.com/in/thrudilan)

Creative and detail-oriented **Graphic Designer** with expertise in branding, digital marketing, and content creation. Skilled in Adobe Creative Cloud, website development, and email marketing. Passionate about crafting visuals that enhance brand identity. Bilingual in English and Spanish

Professional Experience

Freelance Graphic Designer | New York and Greater New York, NY | 2020–Present

Community Preservation Corporation (2020–Present)

- Develop and design high-impact marketing materials and presentations using InDesign, Illustrator, Photoshop, and Microsoft Office Suite, ensuring brand consistency and visual appeal.
- Create a wide range of online and printed materials, including gifts, magazine ads, invitations, t-shirts, custom packaging, infographics, posters, brochures, itineraries, certificates, name badges, banners, and tombstones, enhancing brand presence across multiple platforms.
- Conceptualize and execute engaging email campaigns using Constant Contact.

Mel Pachon Interiors (2020–Present)

- Create custom and responsive website designs on Wix platform to establish a strong online presence.
- Manage marketing materials and execute email campaigns via Mailchimp.
- Enhances and edits images using Photoshop.

Invictus Energy Solution (2022–Present)

- Design and implement branding materials to enhance corporate identity.
- Develop both online and print marketing assets to support company growth.

Counterpointe Sustainable (2021–2023)

- Designed and updated web pages using WordPress, improving user experience.
- Created marketing presentations and designed promotional materials on Adobe Creative Cloud and MS Office Suite.

Billboard Magazine | New York, NY | 2018

Graphic Design Intern

- Designed full-page magazine layout for the CODA section.
- Created digital marketing materials for social media, including promotional content for the American Music Awards.
- Developed a campaign design for Billboard's Holiday Gift Guide. [See here](#)

Education

The City College of New York | New York, NY

- B.F.A. in Electronic Design and Multimedia
 - Senior Thesis: "Would You Like a Bag?" Awareness Campaign to Reduce Single-Use Plastic Waste [See here](#)

Westchester Community College | Valhalla, NY

- A.A. in Visual Arts
- Concentrations: Studio Art, Graphic Design, Photography, and Digital Arts

Skills & Expertise

- Bilingual: Fluent in English and Spanish.
- Operating Systems & Office Tools: Apple and Microsoft operating systems; MS Office Suite.
- Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro.)
- Web & Digital: WordPress, Wix, Adobe Portfolio.
- Marketing & Branding: Email Campaigns (Mailchimp, Constant Contact.)
- Project Management: Asana, Monday, Trello.
- Social Media & E-Commerce: Instagram, TikTok, YouTube, Twitch, Facebook, LinkedIn, Twitter.

Portfolio: thrudilan.com **Social Media: Custom Designs: Instagram & TikTok: @thrudilan**