



Luis O. Rodríguez (A.k.a. Luigi)

GRAPHIC DESIGNER  
SR. ART DIRECTOR  
ASSOCIATE CREATIVE DIRECTOR  
VISUAL STORYTELLER

## ABOUT ME

Award-winning Senior Art Director and Creative Designer with 21+ years of experience developing concept-driven campaigns across digital, print, social, broadcast, and experiential media. Proven ability to translate strategy into compelling visual storytelling for global and multicultural brands. Expert in Adobe Creative Cloud, illustration, and AI-powered creative workflows, leveraging emerging tools to accelerate ideation, prototyping, and content production.

## EDUCATION

**Columbus College of Art & Design** Bachelor in Fine Arts, Illustration. 2000 - 2004

### Graphic Designer / Art Director

**FINISHES SOLUTIONS** *Waller, TX*

- Lead creative strategy and design execution for marketing, sales and internal communications
- Develop impactful digital, print and social assets that strengthen the brand presence and customer engagement
- Integrate AI-powered creative work to accelerate concept development and production efficiency

2014

### Sr. Art Director

**Y&R** *San Juan, P.R.*

- Led concept development and art direction for integrated campaigns across TV, digital, print, outdoor, and radio
- Created award-worthy work for major national and global brands
- Mentored and ensured excellence from conceptualization to final production

2008

### Art Director

**ARTEAGA & ARTEAGA** *San Juan, P.R.*

- Developed visual concepts for integrated multi-channel campaigns
- Oversaw production to ensure quality and brand consistency
- Led creative work for brands including 20th Century FOX, Bristol Myers Squibb, KIA, etc.

2004

2023

### Sr. Art Director / Associate Creative Director

**LOPEZ NEGRETE COMMUNICATIONS** *Houston, TX*

- Led art direction for integrated multicultural campaigns across TV, digital, print, social and experiential media
- Mentored junior creatives and maintained high creative standards
- Delivered award-winning work for major national brands

2011

### Art Director

**BADILLO NAZCA SAATCHI AND SAATCHI** *San Juan, P.R.*

- Developed integrated campaigns across multyimedia channels
- Created impactful work for leading national and global brands

2007

### Jr. Art Director - Art Director

**LEO BURNETT** *San Juan, P.R.*

- Created visual concepts for integrated campaigns across TV, print, outdoor, and radio
- Contributed creative solutions for brands including McDonald's, Nissan, Kellogg's, DIRECTV, P&G, and Mendoza Furniture



Luiguirodriguez.com  
luiguipr@gmail.com  
346-812-8036