



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 accross mulymedia 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



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