



LUIS O. RODRIGUEZ (A.K.A. Luigi)
 CREATIVE, DESIGNER, SR. ART DIRECTOR, ILLUSTRATOR
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Professional Summary

Award-winning Creative and Art Director with 20+ years of experience turning ideas into compelling brand experiences across multiple industries,

Skills

Adobe creative suite, Higgsfiel, conceptual thniking, visual storytelling, print and layout design, social media content, advertising, marketing, illustration, bilingual (ENglish and Spanish)

Education

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

Graphic Designer / Art Director

FINISHES SOLUTIONS *Waller, TX*

- Designed marketing and internal communications and marketing accross print, digital and social
- Maintained brand consistency through cohesive visual storytelling
- Elevated brand identity with high-impact visual content

2014

Sr. Art Director

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

- Developed visual concepts for integrated campaigns across TV, digital, print, outdoor, radio and alternative media
- Worked on high-profile brands including DIRECTV, Heineken, T-Mobile, Hershey's, Santander Bank, and Nissan

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, Primera Hora (Newspaper), and John Dewey College

2004

2023

Sr. Art Director

LOPEZ NEGRETE COMMUNICATIONS *Houston, TX*

- Developed integrated campaigns concepts across TV, digital, print, outdoor, radio, and alternative media
- Led and mentores creative teams to deliver high-impact work
- Led creative work for major brands, including Samsung, Chrysler, Dodge, and RAM

2011

Art Director

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

- Developed visual concepts for integrated campaigns accross TV, digital, print, outdoor, radio, and alternate media
- Worked on major brands including Toyota, Lexus, Wendy's, General Mills, JCPenney, Telemundo, P&G, El Nuevo Día (Newspaper), and Claro (Communications Company)

2007

Jr. Art Director -Art Director

LEO BURNETT *San Juan, P.R.*

- Developed 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 Store



CANNES LIONS

EPICA

FIAP

NYC FESTIVAL

EI OJO

Wave Festival

U.S.H. Idea

Festival Caribe

Addys Awards

Festival Cúspide