



# NAPHTALI RODRÍGUEZ

TEL: (415) 533-1268

5 Allan Square  
Cromarty, Scotland IV118YF

EMAIL: [naphthalir@mac.com](mailto:naphthalir@mac.com)

WEB: [www.naphtalirodriguez.com](http://www.naphtalirodriguez.com)

## CREATIVE DIRECTION

01/1998 - PRESENT

BOSTON, MA | LOS ANGELES, CA  
SAN FRANCISCO, CA | SCOTLAND, UK

*Created logos, branding materials, illustrations, marketing collateral, mobile apps, and web sites for clients such as:*

- American Automotive Association (AAA)
- American College of Traditional Chinese Medicine
- Boston College School of Law
- Boston Dance Alliance
- Center for Asian American Media
- Center for Culinary Development
- Consulate General of Canada
- FilmArts Foundation
- Gap Inc.
- Giant Healthcare Inc.
- Headquarters Advertising Inc.
- Los Angeles Department of Water and Power
- San Francisco Triathlon Club
- Viscera Inc.
- Williams-Sonoma Inc.
- WonderBar Boston Inc.
- Young and Rubicam Advertising Inc.

## SKILL SET

Mac OS | Windows | A.I.  
Adobe Creative Suite | Figma | HTML  
| Typography | Storyboard  
| Copywriting | Spanish

## QUALIFICATIONS

Massachusetts College Of Art & Design  
Bachelor of Fine Arts, May 1999

## TRAVELS

Brazil, Belgium, Britain, Canada,  
Costa Rica, Holland, Honduras, Mexico,  
Panama, Puerto Rico, Spain, & Venezuela

## INTERESTS

Fine art, design, music, painting,  
poetry, creative writing, graffiti, comics,  
cartoons, giant robots, fashion.

*Portfolio & References Available Upon Request*

An accomplished **creative director** with **twenty five years experience** possessing mastery in all aspects of the creative process including strategy, brand management, graphic design, illustration, social marketing, and mobile/web development. My focus centers on **collaborative ideas** that push the envelope of **creative endeavors**, combining **market knowledge** and **technical expertise** to make clever ideas a reality. My goal is to work with an organization that will use my skill set to allow **ideas and creativity** to flow freely to strengthen marketing goals.

## EXPERIENCE

### FOUNDER, EXECUTIVE CREATIVE DIRECTOR

09/2020–PRESENT | A.V.O. | SAN FRANCISCO, CA

The pandemic threw the world into turmoil, but it also provided an opportunity to explore a new way to work. Myself and 2 colleagues broke away from Mediajel to form a **creative agency based on love** for our clients and not based solely on profit margins ([avo-brands.com](http://avo-brands.com)). In this time I have worked on creating new brands ([mollysmixes.com](http://mollysmixes.com)) and strengthening the visuals and content processes of established brands ([cheechandchong.com](http://cheechandchong.com)).

### EXECUTIVE CREATIVE DIRECTOR

09/2018–08/2020 | MEDIAJEL | WALNUT CREEK, CA

I am responsible for the creative output of a growing team of talented writers and digital artists. We handle, branding, identity, web design, ad campaign creation, creative strategy, video production and direction, events, story boarding, and audio. **I know the tools and processes to be successful in any creative endeavor.** In my roll, I push the idea that “content is king”, therefore, creative, relevant story telling is the key to consumer engagement. I consult with clients personally to ensure that the messaging and advertising is collaborative and ‘on point’ for the marketing goals we are trying to achieve.

### SENIOR ART DIRECTOR

09/2015–09/2018 | W2O GROUP | SAN FRANCISCO, CA

I was responsible for the creation of **branding and visual positioning** for a number of **industry clients**. I realized that visual story telling is the crux of any good sales pitch. Therefore, I used techniques ranging from in-situation mock ups, logo/brand animation, music production, custom typography, traditional illustration and 3D illustration, in order to **bring ideas to life** to **sell the possibilities** of the creative. In short, I am a well rounded artist skilled at **creative problem solving** in order to take any challenge to completion.

### SENIOR ART DIRECTOR

01/2012–08/2015 | EVEO | SAN FRANCISCO, CA

As a member of the creative team, I was responsible for the design and management on a number of **UI/UX projects for pharmaceutical clients**. These projects were taken from pencil sketches to client presentation to **digital implementation** under my careful supervision. I approach my work with the caveat that **good design can make all the difference** when trying to make a sale and when **leaving a positive impression** with a user/customer.

### ART DIRECTOR

04/2010–01/2011 | VELTI, INC. | SAN FRANCISCO, CA

As a member of the marketing team, I was responsible for developing **company-wide branding standards**, and as a result implementing a unified look and feel for the company’s presence **throughout the US**. This was executed by utilizing **digital technologies**, multimedia, interactive flash product demonstrations, video product demonstrations and **online video promotions**, all supported with print campaigns. In addition to this, I art directed brand logo creation, brand icon creation and user interfaces for **mobile web, mobile apps** and **websites**.

### SENIOR DIGITAL ARTIST

10/2005–2/2008 | KANE & FINKEL, INC. | SAN FRANCISCO, CA

Responsible for managing all aspects of **art direction** and design for a variety of pharmaceutical clients including **Neutrogena** and the **OrthoNeutrogena** brands, **Prograf**, **Abbott**, **Depomed**, **Intralase**, **Connetics**, **Myogen** and **Gilead**. In addition to this I was also responsible for **mentoring** and **training junior production artists**, helping them become an effective and efficient part of the production studio.

### CREATIVE DIRECTOR SPECIAL PROJECTS

12/2004 – 10/2005 | YOUNG & RUBICAM, INC. | SAN FRANCISCO, CA

After successfully completing a freelance stint at Headquarter Advertising and **Gap Inc.**, at Y&R my talent was discovered. My responsibilities grew to include design, art direction and production for **pitch materials** and various clients such as **Chevron**, **Sun Maid Raisins**, **Hitachi**, **Wellpoint**, **Polycom**, and **Radio Shack**. I also provided monthly art direction and design for the **ExtraMile Markets** point of purchase campaign.