

Wendy Rodrigues

Graphic Designer | Brand Builder & Multidisciplinary Creative • New York, NY, US

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Graphic Designer with 5+ years of experience building distinctive brand worlds and creating compelling visuals across multiple touchpoints. Passionate about conceptual thinking, brand storytelling, and pushing creative boundaries. Multidisciplinary background with motion design experience, excellent typography, and a collaborative approach to developing brands that resonate in today's culture.

EXPERTISE

Brand Building: Brand identity systems • Conceptual development • Visual storytelling • Brand worlds

Multidisciplinary Design: Motion graphics • Digital assets • Campaign visuals • Typography & illustration

Creative Process: Ideation & brainstorming • Experimentation • Cross-team collaboration

Creative Delivery: Fast turnaround & reactive design • Production-ready assets • Multi-channel campaigns • Trend-driven concepts

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Procreate • Figma • After Effects

EXPERIENCE

Tasneem Amiruddin - Freelance Graphic Designer & Illustrator • September 2020 – Present

- **Developed brand identities and visual systems** for lifestyle and consumer brands, creating cohesive worlds across multiple channels.
- **Worked on illustrations** for children's books and other print and digital collateral
- **Produced motion graphics, campaign visuals, and conceptual designs** that support brand storytelling and business goals.
- **Collaborated closely with clients and creative teams** during brainstorming and concept development phases.
- **Continuously experimented with new techniques and tools** to push creative output.

Howl Digital - Senior Designer • August 2023 – August 2025

- **Developed multi-channel design systems for campaigns**, creating cohesive visuals across digital, print collateral, and packaging applications.
- **Built strong layouts with excellent attention to visual hierarchy**, typography, grid systems, and compositional balance.
- **Collaborated closely with creative and production teams** under tight deadlines, delivering high-craft, production-ready assets.

IAMOPS - Freelance Graphic Designer • January 2022 – October 2022

- **Produced intentional and consistent design assets with a focus on structure**, clarity, and brand cohesion for client packaging and marketing needs.
- **Delivered high-quality, organized files** independently while maintaining excellent client communication and technical documentation.
- **Adapted quickly to feedback**, refining designs to support overall brand experience and production requirements.

The Green Affair - Freelance Graphic Designer • September 2021 – November 2021

- **Collaborated with a restaurant team to develop cohesive visual identity elements**, including customer-facing print collateral and in-store applications that enhanced brand experience.
- **Contributed structured design solutions** focused on consistency, hierarchy, and real-world execution.
- **Adapted designs** based on feedback to **align with brand and customer expectations**.

Alfalfa Studio - Design Intern • June 2019 – November 2019

- **Designed brand identity and visual systems for football clients**, including branding for professional player **Deyna Castellanos** and a full pitch presentation for the **Mexican National Football Team**.
- **Supported creation of brand-aligned visuals**, layouts, and presentation materials while learning systematic design approaches.
- **Contributed to editorial design, branding, and customer-facing collateral** with focus on visual systems and production quality.

Bake House Cafe - Muralist • May 2018

- **Collaborated on large-scale exterior mural**, enhancing physical space and brand atmosphere through thoughtful composition and execution.
 - **Contributed to enhancing the cafe's atmosphere** and visual appeal for visitors.
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EDUCATION

University of Mumbai • Bachelor of Arts - Sociology • 2024

Ecole Intuit Lab • Undergraduate in Visual Communication & Digital Design • 2020