

WENDY RODRIGUES

BRAND AND ILLUSTRATION DESIGNER

EXPERIENCE

Tasneem Amiruddin, Freelance Graphic Designer & Illustrator
SEPTEMBER 2020 - PRESENT

- Led branding, packaging, and design language development for a range of projects, alongside illustration work for children's books, websites, comics, and clothing patterns.
- Developed visual assets that support storytelling and cohesive brand identity across platforms.

Howl Digital, Senior Graphic Designer – *Mumbai*
AUGUST 2023 - MARCH 2024

- Conceptualized and executed design assets for multiple brands, including packaging, social media creatives, brochures, mailers, and brand collateral.
- Contributed to pitch presentations through concept development and design execution

IAMOPS, Part-Time Graphic Designer (Remote)
JANUARY 2022 - OCTOBER 2022

- Conceptualized and produced corporate design assets for social media, brochures, and reports.
- Established a clear and cohesive design language to support future brand materials.

Jesal Writes, Freelance Illustrator
MARCH 2019 - JULY 2022

- Illustrated conceptual illustrations for haikus published in Jesal's book *Tanpura's Strum*.
- Produced digital illustrations shared through the Jesal Writes Instagram page.

The Green Affair, Freelance Illustrator
SEPTEMBER 2021 - NOVEMBER 2021

- Designed branding assets including the logo, menu, packaging, and supporting restaurant collateral for The Green Affair in Mumbai.
- Developed a cohesive visual identity across print and in-store touchpoints.

Alfa Studio, Design Intern – *New York*
JUNE 2019 - NOVEMBER 2019

- Supported concept development, research, illustration, and presentation design across branding and poster projects.
- Contributed typography and hand-lettering for the IPPF Western Hemisphere Region Annual Report.
- Assisted with campaign graphics, studio social media, and original content for the studio's blog.

Bake House Café, Mural Project Contributor – *Mumbai*
MAY 2018

- Collaborated on a hand-painted exterior mural for a restaurant facade in Kala Ghoda, Mumbai.

Tasneem Amiruddin, Design & Illustration Intern – *Mumbai*
MAY 2018 - JUNE 2018

- Assisted with digital illustration projects focused on children's books and storytelling-driven visual content.

WENDY RODRIGUES.COM

rodrigueswendy@rocketmail.com

@thisiswendyr

LinkedIn

EDUCATION

Bachelor of Arts, Sociology
Mumbai University – *Mumbai*
NOVEMBER 2018 - NOVEMBER 2024

Visual Communication Diploma
École Intuit Lab – *Mumbai*
JUNE 2017 - JULY 2020

Foundation Examination (State Higher Art Examinations)
Sophia Polytechnic – *Mumbai*
JUNE 2016 - APRIL 2017

Higher Secondary Certificate Examination (H.S.C.)
Sophia College – *Mumbai*
JUNE 2014 - FEBRUARY 2016

Indian Council of Secondary Education (I.C.S.E.)
Learners' Academy – *Mumbai*
JUNE 2002 - MARCH 2014

OTHERS

Exchange Program in France
École Intuit Lab – *Aix en Provence*
JANUARY 2018 - APRIL 2018

Intermediate Grade Drawing Exam
Mumbai
2015

Elementary Grade Drawing Exam
Mumbai
2012

LANGUAGES

English (Native)
French (Intermediate)
Hindi (Intermediate)

SKILLS

Branding & Visual Identity
Illustration · Packaging Design
Typography · Motion Design
Web Design · Social Media

TOOLS

Illustrator · Photoshop · InDesign
Procreate · After Effects (Beginner)
Figma (Beginner)