

# Maria Rodriguez

# SENIOR GRAPHIC DESIGNER

A professional and collaborative creative, with a passion for clean, balanced and dynamic design.

10 years' experience managing multiple projects simultaneously while consistently exceeding client and stakeholder expectations.

A passion for staying ahead of industry trends, particularly in technology and AI-driven design advancements.

## CONTACT

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creativesbymaria.com

## WORK EXPERIENCE

### Graphic Designer at JLL, Remote July 2022 – March 2025 | Permanent

As the lead Graphic Designer for the Residential division, I held a number of important responsibilities and worked closely with the Head of Marketing to drive our visual strategy. My top priority was to ensure successful adaption of the company's B2B-focused branding to resonate with B2C audiences, continuously refining designs for end-user digestibility while maintaining brand consistency.

*This effort resulted in a 17% increase in brand recognition among residential customers [within 18 months.]*

I acted as the senior brand custodian, translating requests into compelling B2C content that aligned with JLL brand guidelines while preserving the Residential business's unique identity.

*This strategic approach resulted in a 22% increase in engagement rates across marketing materials and contributed to a 8% uplift in revenue generation for the Residential business.*

I implemented efficiency-boosting tools, and served as the creative sponsor for the Residential brand refresh and phase I of the Residential business's website redesign, managed stakeholders directly and consistently met deadlines.

To elevate digital engagement, I integrated emerging AI capabilities within Adobe Creative Cloud Apps and mastered new platforms like Flipsnack, Ceros, and Figma, demonstrating adaptability and commitment to innovation in an evolving design landscape.

### Graphic Designer at CIPEA, Remote April 2021 – November 2021 | Contract

Revitalised CIPFA's visual identity by reinterpreting brand guidelines to create dynamic designs that significantly elevated the quality of all new marketing materials.

### Freelance Graphic Designer, London July 2020 – April 2021 | Freelance

Engaged with marketing teams on project briefings to ensure cohesive, client-focused visuals. Created innovative artwork that supported their campaign objectives.

### Graphic Designer at Oktra, London June 2019 – May 2020 | Permanent

Created comprehensive bid proposals for high-profile clients like Samsung, Network Rail, Metapack and BT Sport.

### Graphic Designer at Capita, London January 2018 – June 2019 | Permanent

Crafted compelling materials for key sales opportunities and marketing.

### Graphic Designer at IRN Ltd, London July 2016 – December 2017 | Permanent

Managed digital and print collateral for 20 annual events.

## SKILLS

### Professional skills

Time management | Collaboration | Resilience | Problem-solving | Continuous learning | Adaptability | Critical thinking | Negotiation | Highly organised | Technology-first approach | Attention to detail | Deadline management

### Technical skills

Adobe Indesign	Adobe XD
Adobe Illustrator	Adobe Express
Adobe Photoshop	Adobe Premiere Pro
Figma	Ceros

## EDUCATION

### Technical Engineering in Industrial Design University of Seville | 2005 - 2011

### Short courses

- Leveraging AI in Adobe Photoshop and Creative Cloud
- Artificial Intelligence for Marketing
- User Experience for Web Design
- Adobe XD: User Experience design essentials
- Figma: UI/UX Design Essential Training

Eligibility to work: Settled status under the EU Settlement Scheme | References available upon request.