

# RODRIGO REDONDO

## Senior Art Director/Creative

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### PROFESSIONAL SUMMARY

Multi-Award-winning Senior Art Director with 10 years of experience in creative, managerial positions. Skilled in collaborating with all organization members to achieve business and financial objectives. Expertise lies in creating innovative content solutions to build brands and brand affinity among consumers within diverse categories. A visionary leader who can lead teams by establishing direction and motivating team members, leveraging diverse views, and encouraging innovation and creativity. A problem solver who thrives in a fast-paced environment.

### CORE COMPETENCIES

Leader | Teamwork | Dependability | Excellent communication skills | Work under pressure | Bilingual | Integrity | Marketing & Creative | Broadcast Design | Brand strategy | Social Media | Multi-tasking | Graphic Design | Supervising | Brand Identity | Typography | Adobe Creative Suite | Cinema 4d

### WORK EXPERIENCE

#### **SENIOR ART DIRECTOR/CREATIVE (FREELANCE)** (11/2020- Present)

Working on projects where technology, media, marketing & design intersect. Working on projects where technology, media, marketing & design intersect. Clients include; IBM, Nielsen, 3M, CBS News, A&E Networks, Aquitania Films, Ketchum, Knocking, and Axledit.

#### **SENIOR ART DIRECTOR AT ABC NEWS, MARKETING & CREATIVE. NYC** (09/2015- 10/2020)

Leading Artistically the Marketing & Creative department of ABC News. Conceptualizing, developing, managing, and producing campaigns for all ABC News Shows and properties for Broadcast, Social, Mobile, Web, and Print. Under my artistic direction, shows like ABC World News with David Muir achieved the number 1 place as America's most-watched program. Same for GMA in the mornings, 2020 on Fridays, and Nightline at nighttime. Better ratings in all shows generated an increase in sales for advertisements and sponsors, raising general revenue.

**Key Achievement:** Keeping major projects In-House, saving money and time for the company.

#### **PRODUCER/ART DIRECTOR AT ABC NEWS, MARKETING & CREATIVE.** (01/2011- 09/2015)

**MOTION DESIGN INSTRUCTOR AT NEW YORK UNIVERSITY** Center of Advanced Digital Applications. M.S. in Digital Imaging and Design. NYC (01/2014-08/2015)

Teaching Motion Design to graduate students and working on their creative process from concept to development to final submission. Study of design theory, motion theory, design tools, and latest trends.

### EDUCATION

› **M.S. in Digital Image & Design. New York University**, SCPS, Centre of Advanced Digital Applications. New York, NY.

› **Bachelor of Design. Pontificia Universidad Catolica de Chile.** Graduated with maximum distinction. Santiago, Chile.

## **HONORS & AWARDS**

› 2 EMMY Awards, 9 EMMY Nominations, 10 PROMAX BDA awards, PEABODY Award, Edward R Murrow Award, Fulbright Scholar.

## **JUDGING EXPERIENCE**

› Judge for Annual News & Documentary EMMY Awards. Graphic Design & Art Direction.  
› Judge for the Broadcast Design Association. Promax BDA Design Awards.

## **VOLUNTEERISM**

› Assistant Coach for the American Youth Soccer Organization, AYSO (2014-2018)

## **AFFILIATIONS**

› National Academy of Television Arts & Sciences. Professional Member.  
› AIGA Professional Member.  
› Broadcast Design Association. Associate Member.  
› Art Directors Club. Professional Member.

## **LANGUAGES**

› Spanish – Native  
› English - Fluent