

# Darika Lara-Rodriguez

GRAPHIC DESIGNER

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Creative, versatile graphic designer with a love for problem-solving, taking on challenges, and a passion for creating engaging designs. Able to adapt to a fast-paced environment and multi-task while meeting deadlines.

## EXPERIENCE

### SolarReviews – SOCIAL MEDIA GRAPHIC DESIGNER

Eatontown, NJ | November 2022 - August 2023

- Developed and implemented a new social media branding for SolarReviews and Fixr, an acquired company.
- Created and managed daily visual content for Facebook, Pinterest, X, YouTube, LinkedIn, and Instagram (about 10-20 graphics daily).
- Analyzed social media performance metrics to refine design approaches and boost the visual content's overall efficacy.
- Collaborated with the video and content teams to translate campaigns and projects for social media and adapt them for each platform.
- Assisted the lead graphic designer in designing visual material (graphics and animated gifs) for blog articles following brand guidelines.

### Garden State Philharmonic – GRAPHIC DESIGNER

Remote | August 2021 - August 2022

- Devised and established the 2021-2022 season visual identity.
- Led the design and production of the seasonal collateral, including the season's fourfold brochure, all promotional mailing, each concert program booklet, and email newsletters through Constant Contact.
- Assisted in overseeing print material from file preparation, quality control, and press checks with the printer company.

### Monmouth University Music and Arts Festival – GRAPHIC DESIGNER

Remote | June 2020 - July 2020

- Designed the official logo for the festival using Monmouth University's brand color palette and font.
- Constructed an animated logo used at the beginning of the live-stream festival and all individual performances.

### Honors School Monmouth University – OFFICE ASSISTANT

West Long Branch, NJ | September 2018 - December 2022

- Created fliers for events and designed the Honors Research Conference Program booklet each semester.
- Assisted with event planning, logistics, and aiding students as needed.

## EDUCATION

Monmouth University  
West Long Branch, NJ

*BFA in Design and Animation with a concentration in Graphic and Interactive Design*

*Honors School Graduate*

*Minor in Art History*

*Graduated May 2023*

## HONORS AND AWARDS

The Dean's Award for  
Excellence in Honors, 2023

*The Honors School at Monmouth University*

Award for Outstanding in Graphic  
Design and Animation, 2021-2022

*Art & Design Department at Monmouth University*

International SpaceTime  
Competition, SIGGRAPH, 2020

*Finalist for Think Beyond*

## SKILLS

### SOFTWARE

Adobe Creative Cloud

*Illustrator, Photoshop, InDesign, After Effects, XD, Premiere Pro*


Microsoft Office

*Word, PowerPoint, Excel*

### CREATIVE

Digital Illustration, 3D Animation, Motion Graphics, Fine Arts, Social Media, and HTML/CSS

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