

Abdiel Rodriguez

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Skills

- Brand Identity
- Layout Design
- Concept Development
- Client Communication
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat

Awards & Honors

- Magna Cum Laude - North Park University
- Dean's List - North Park University

Languages

- English | Fluent
- Spanish | Fluent

About

Graphic designer with experience in branding, print design, and institutional marketing. Worked with university departments and external organizations to create clear, brand-aligned visual materials. A strong background in layout design, collaboration, and deadline-driven projects.

Experience

North Park University — Graphic Design Internship
Chicago, IL. | August 2025 – December 2025

- Supported the Marketing Department by designing promotional materials for student organizations, campus events, and the School of Theological Seminary, while adhering to the established style guidelines.
- Created orientation opportunities, FAFSA reminders, and seminary recruitment flyers, while balancing creative freedom with the brand.
- Laid out multi-page programs for the university's events, including the Seminary Convocation, SMAT Winter Concert, and Convocation Ceremony.
- Designed commemorative sweatshirt graphics for the Evangelical Covenant Church's (ECC) 50th anniversary and updated apparel designs for the Seminary.
- Updated secondary university logos for the Alumni Association and Office of Advancement, delivering multiple color and layout variations.
- Managed multiple time-sensitive projects under supervision using Adobe InDesign, Illustrator, and Photoshop

Red Oak Collective — Logo Designer
Palatine, IL. | December 2025 - Present

- Designed an original logo based on the organization's mission and name.
- Learned how to work with external partners.
- Collaborated with external stakeholders to translate concepts into a simplified, cohesive visual identity.
- Delivered refined logo assets using Adobe Illustrator and Photoshop.

Education

Bachelor of Arts in Graphic Design | Minor in English
North Park University | December 2025
Magna Cum Laude