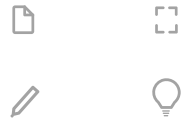


# C H R I S T O P H E R R O D R I G U E Z B A U T I S T A



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 917.724.9352

Creative cultivated in New York City, seasoned with travels, crafted from an education and experience that embodies the diversity of the city. Visual arts foundation and skills that enhance a complex design process. Understanding that unique stories can be told through unique concepts and visual language.

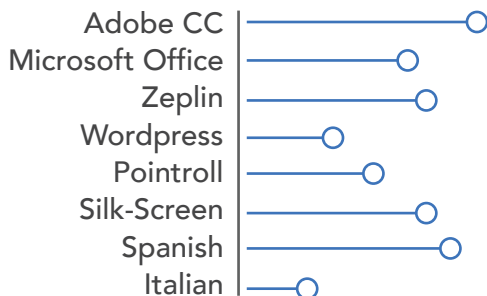
**25%** Art Direction    **10%** Marketing  
**20%** Branding        **20%** Manager  
**25%** Conceptual      **100%** Me

## EDUCATION

Purchase College State University  
of New York, Purchase, NY

B.F.A. Bachelor of Fine  
Arts in Art and Design,  
May 2005

## SKILLS



## ACTIVITIES

Community Coordinator at  
NYC Parks & Rec.

Branding advisor to

Big City Volleyball League

Volleyball player for over 20 years

## EXPERIENCE

**McCann Health, Sept. 2018 - Present**  
**Freelance Group Art Supervisor**

- Managed and guided Junior directors to ensure consistency on REYVOW brand throughout all tactics on DTC and HCP
- Worked on Brand development for a new drug REYVOW
- Worked on various concepts for REYVOW tactics for both DTC and HCP from beginning to current state.
- Worked on various branding explorations for new business

**Saatchi & Saatchi Wellness , Dec. 2018 - March. 2019**  
**Freelance Art Supervisor**

- Worked on Humira Complete Brand Book and Style guide
- Finalized completion of Skyrizi Welcome Kit tactic
- Worked on various photo select projects for new campaigns

**Patients & Purpose, June. 2017 - June 2018**  
**Freelance Senior Art Director**

- Creative on various campaigns from clients Vertex, Aztra Zeneca, Abilify Mantena and Acthar
- Developed, produced, and implemented from concept to final product on micro-sites, printed materials, and branding
- Worked with account and copy to help properly execute all clients requests in the most efficient and effective way

**Juice Press, Dec. 2014 - 2016**  
**Senior Visual Designer. Marketing**

- Designed product labels for both bottled and packaged goods, corresponding with their unique brand identity
- Art directed various product photo-shoots, edited photos and created digital marketing materials
- Managed and redesigned in-store printed marketing materials. i.e. postcards, menus, and brochures

**InteractiveOne/RadioOne/TvOne, 2013 - 2014**  
**Free-Lance Senior Art Director**

- Led creation of brand identity and marketing materials for live events with Toni Braxton, Jennifer Hudson, and more
- Provided ongoing artistic direction and created front-end mock-ups proposals for clients like Disney, BET, Walmart

**Díp-sters, 2012 - Present**  
**Founder / Creative Director**

- Curated an environment and social space for international influencers in art, fashion and design
- Responsible for all design elements, marketing, social content and events for the Dip-ster community