



LAURA ESTER RODRÍGUEZ ORTIZ

GRAPHIC DESIGN | BRAND IDENTITY | DIGITAL + PRINT MEDIA

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PROFILE

Creative bilingual Graphic Designer with over 10 years of experience helping beauty, fashion, and lifestyle brands build strong, consistent identities. From packaging to campaigns, I focus on developing concepts that tell a clear and engaging story across print and digital platforms. Detail-oriented, adaptable, and collaborative, I thrive in team environments and fast-paced settings. Known for quick turnarounds, refined execution, and designs that connect with people. Always exploring new tools and staying current with trends and technologies to remain inspired and ahead in an ever-evolving creative industry.

SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Figma, Canva

Other Skills: Photography & Photo Editing, Digital Design, Conceptual Design Branding, Print Design, Motion Graphics, Social Media Design, Microsoft Office, Drawing & Painting

Languages: Bilingual — English & Spanish

PROFESSIONAL EXPERIENCE

HairUWear – Graphic Designer | 2019–Present

Design product packaging, catalogs, newsletters, and digital/print promotional assets for multiple beauty brands. Collaborate with marketing and sales teams to develop national and international B2B campaigns. Manage photography direction, post-production, and creative assets for e-commerce and print.

The Gab Group Agency – Senior Graphic Designer | 2018–2022

Led brand identity design for lifestyle and beauty clients. Produced web and print collateral, social media visuals, and digital advertisements. Supervised junior designers and interns, maintaining design consistency across campaigns.

Greenlane – Graphic Designer & Photographer | 2018–2020

Produced lifestyle and product photography for wellness and e-commerce brands. Designed promotional banners, newsletters, packaging, and e-commerce assets aligned with brand identity.

Beyond Proper – Freelance Digital Graphic Designer | 2018

Created digital ads, newsletters, and social media content for fashion retail campaigns. Developed cohesive digital branding and seasonal campaign visuals.

TLF Apparel – Graphic Designer & Photographer | 2017–2018

Developed product photography, lookbooks, website graphics, newsletters and social media content. Supported campaign art direction and visual consistency for apparel marketing.

Graphic World – Lead Designer | 2013–2024

Led creative direction for print and digital campaigns across beauty and retail clients including Clinique, Estée Lauder, and Lancôme. Designed promotional materials (flyers, posters, banners) for department store campaigns at JCPenney, Macy's, and others. Delivered high-volume production assets under strict deadlines for seasonal launches.

EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design | 2005–2009 | Atlantic University College

Studies in Public Relations & Advertising | 2009–2011 | University of Puerto Rico, Río Piedras

Specialty in Fine Arts (Graduated with Honors) | 2005 | Central High School of Visual Arts

AWARDS & RECOGNITION

1st Place: National Poster Contest – U.S. Treasury Department (1999)

1st Place: Digital Design – Central High School (2005)

3rd Place: Comando-S Graphic Design Competition (2009)

ADDITIONAL INFORMATION

References available upon request