Rodrigo Vasquez Callo

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Peruvian **Graphic Designer** based in Los Angeles, California. Commited to evolving the visual language of cultural, entertainment and tech institutions through work that moves between branding, typography, and motion.

Work Experience

July 2025 - Sep. 2025

Graphic Design Intern | Kilograph — Los Angeles, CA

- Supported branding research, asset updates, and deck design for mid-size real estate and architecture studios located on the West Coast, as well as for in-house projects.
- Created content media about historical architectural landmarks in Los Angeles.

Mar. 2024 - July 2025

Graphic Designer | Crees Manu — Cusco, Peru

- Expanded editorial, illustration, and branding assets for a sustainable non-profit organization.
- Applied new design elements and updates across digital and print materials, including leaflets, pitch presentations, brand decks, and social media content.
- Managed the design of a *Rainforest Field Guide* and a *Scientific Field Guide of Mammal Tracks*.

Nov. 2022 - Feb. 2023

Graphic Designer | Viajes Originales — Cusco, Peru

- Designed, developed, and updated the website and stationery materials. These items were showcased and distributed at regional tourism fairs across Peru.

Sep. 2019 - July 2020

Web Developer | Green Point Restaurant — Cusco, Peru

- Developed and maintained a custom WordPress website featuring online reservation and payment services for a renowned vegan restaurant.
- Managed corporate email accounts for employee onboarding and offboarding.

June 2019 - Aug. 2019

Graphic Designer | Makyl Engineering — Lima, Peru

- Collaborated with engineering interns to design 50 three-dimensional icons representing mechanical engineering services.
- Implemented icon system across both web and print materials to ensure cohesive visual branding.

Sep. 2017 - Mar. 2018

Design Intern | Samhoud Creative Tech — Amsterdam, The Netherlands

- Collaborated with copywriters on the ideation and early-stage design of AR and VR products for food, health and sports industries.
- Designed corporate keynote presentations for sales pitches and events such as The Next Web.

Education

Sep. 2024 - May 2026

MFA in Graphic Design — California Institute of the Arts, Valencia, CA, USA

Sep. 2011 - July 2017

BFA in Graphic Design — Gerrit Rietveld Academie, Amsterdam, The Netherlands

Certifications

Mar. 2023 - Oct. 2023

UX Design Certificate — Coursera — Google

Skills

Software

Illustrator, InDesign, After Effects, Photoshop, Figma, HTML, CSS, JavaScript, WordPress, Keynote, Mailchimp, Zoho, Microsoft Office, Google Workspace

Expertise

Art Direction, Motion Graphics, Image-Making, Illustration, Branding, Identity Systems, Editorial Design, Typography & Lettering, Front-End Development, UX/UI Design, Email Design