

GABRIEL RODRIGUEZ

GRAPHIC DESIGNER

CONTACTS

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rosales

EDUCATION

GRAPHIC DESIGNER
UNIVERSITY NACIONAL OF PANAMA
Years :1994-2000

Techniques in Web Development and
Full Applications
Visual Communication University
2002-2003

BACHELOR OF SCIENCE
JOSE DOLORES MOSCOTE COLLEGE
1988-1990

SKILLS

Digital Marketing
E-commerce
Content Marketing
Visual Merchandising
Negotiation

ABOUT ME

Graphic designer with over 15 years of experience, specialized in textile design, packaging design, and brand identity development. Throughout my career, I have collaborated with a wide range of brands, delivering creative and strategic solutions that combine aesthetics, functionality, and effective communication. My multidisciplinary approach has allowed me to develop comprehensive projects—from visual concept creation to final application across print and digital media, textiles, and consumer products. Passionate about detail, innovation, and market trends, I strive to create impactful visual experiences aligned with each client's business goals.

EXPERIENCE

Independent Micro-entrepreneur - Graphic Designer and Sales Specialist
Panama | 2015 – 2024

During this period, I worked as an independent micro-entrepreneur, combining my graphic design skills with the commercial and administrative management of my own business. I specialized in creating creative proposals for government and Panama Canal Authority tenders, offering visual solutions in brand design, packaging, promotional materials, and customized textile products.

IMPRESIONES ORIGINALES, S.A. – Panama, Juan Diaz

From: 04/03/2012 – To: 30/04/2016

Last Salary: \$1,500

Responsibilities:

In charge of printing production operations

Design of general stationery and printed advertising (POP materials, banners, etc.)

Responsible for materials purchasing, supplier and client coordination

NOVATEX INTERNACIONAL, S.A. – Colon Free Zone

From: 01/02/2005 – To: 30/11/2010

Last Salary: \$1,500.00

Responsibilities:

Pattern and color design for shoes and sandals

Advertising design for magazines, newspapers, and outdoor media

Visual merchandising (window displays and showrooms)

SKILLS

COREL DRAW



POWER POINT



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



MAC



FLAXISIGN



Social Media



INTERESTS

Fashion Design

Travel

Photography

Cicling

Soccer

EXPERIENCE

SECURITY INTERNATIONAL, S.A. (Colombus Division)

Designer for the Fila brand

From: 15/04/2001 – To: 30/11/2004

Last Salary: \$1000.00

Responsibilities:

Industrial design of various styles of shoes and sandals using different materials

Label and packaging design

POP material design

KING-COPS-SEPARATION OF COLOR(GRUPO MITA)

FROM 15/01/2000 TO: 30/02/2001.

Last Salary: 850.00

Responsibilities:

Head of Large Format Department

Creative designs, signage art, poster design

Digital printing (Encad plotter), image digitization.

OTHERS SKILLS

Creative & Graphic Design: Sign-making, packaging design (textile and general), POP materials, window display design, outdoor advertising, footwear design (shoes and sandals).

- **Software Expertise:** Adobe Illustrator, Adobe Photoshop (CS and above), CorelDRAW X15, Corel Painter 2023, Pantone Fashion and Home, Wasatch RIP, Onyx RIP.
- **Hardware & Equipment:** Proficient in the operation and diagnostics of cutting/printing plotters (MUTOH, JETD); skilled in using Wacom tablets for digital illustration.
- **Technical Skills:** Print setup, color management, vector and raster design, and pre-press for various output systems.
- **Industry Experience:** Extensive work within advertising agencies and production environments.
- https://www.instagram.com/disenografico_pma