

JEFFERSON RODRIGUEZ

ART DIRECTOR
GRAPHIC DESIGNER
WEB DESIGNER
ILLUSTRATOR
UX/UI

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Nuestra Música / Our Music

BRANDING / MICROSITE /
AND ILLUSTRATIONS

About Project

I am a founding member of Naxos en Español, newly created Spanish speaking division in the company to target an untapped demographic by creating market awareness recognition for the company brand in the US and Latin America through classical music.

Collaborated with the Naxos en Español team, sales and marketing colleagues, to lead design efforts on artwork assets, microsites, marketing, and press releases. Successful bilingual campaigns have been achieved by creating user growth in our social media channels, content streaming revenue on music platforms, and executing marketing campaigns during Hispanic Heritage month.



NUESTRA MÚSICA / OUR MUSIC HISPANIC HERITAGE MONTH BILINGUAL CLASSICAL MUSIC CAMPAIGN



Loma Vista Bodega D2C Site

WEB DESIGN / BRANDING /
PRODUCT PHOTOGRAPHY
AND EDITING

About Project

GRAMMY Winning Label
Loma Vista Records
was distributed by my
employer for several years.
Prior changing distributors,
I was in charge of the direct
to consumer (D2C) shopify
website art direction. During
this time, I collaborated
with the label to make a
centralized site to have all the
individual artist's shops under
the official D2C site.

I made custom coding web
implementations, created
graphics assets, and product
photography. Loma Vista
provided music releases
(Vinyl, CDs, 8 tracks) that I
photographed in my studio.
For releases in production
needed for presales, realistic
photoshop mockups were
created from printing files.



ST. VINCENT MARILYN MANSON



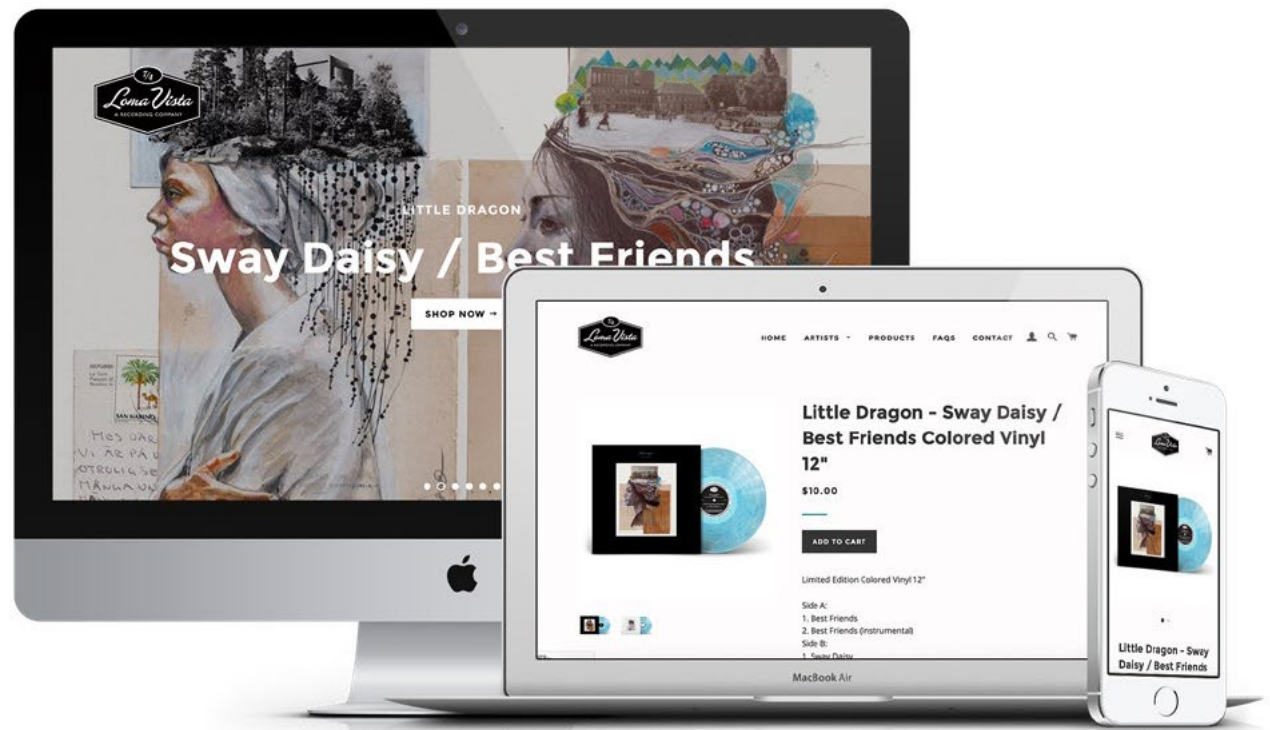
IGGY POP

RHYE



ANDREW BIRD

little dragon



**LOMA VISTA BODEGA
DIRECT TO CONSUMER SHOPIFY RESPONSIVE WEBSITE**

Loma Vista Bodega D2C Site

WEB DESIGN / BRANDING /
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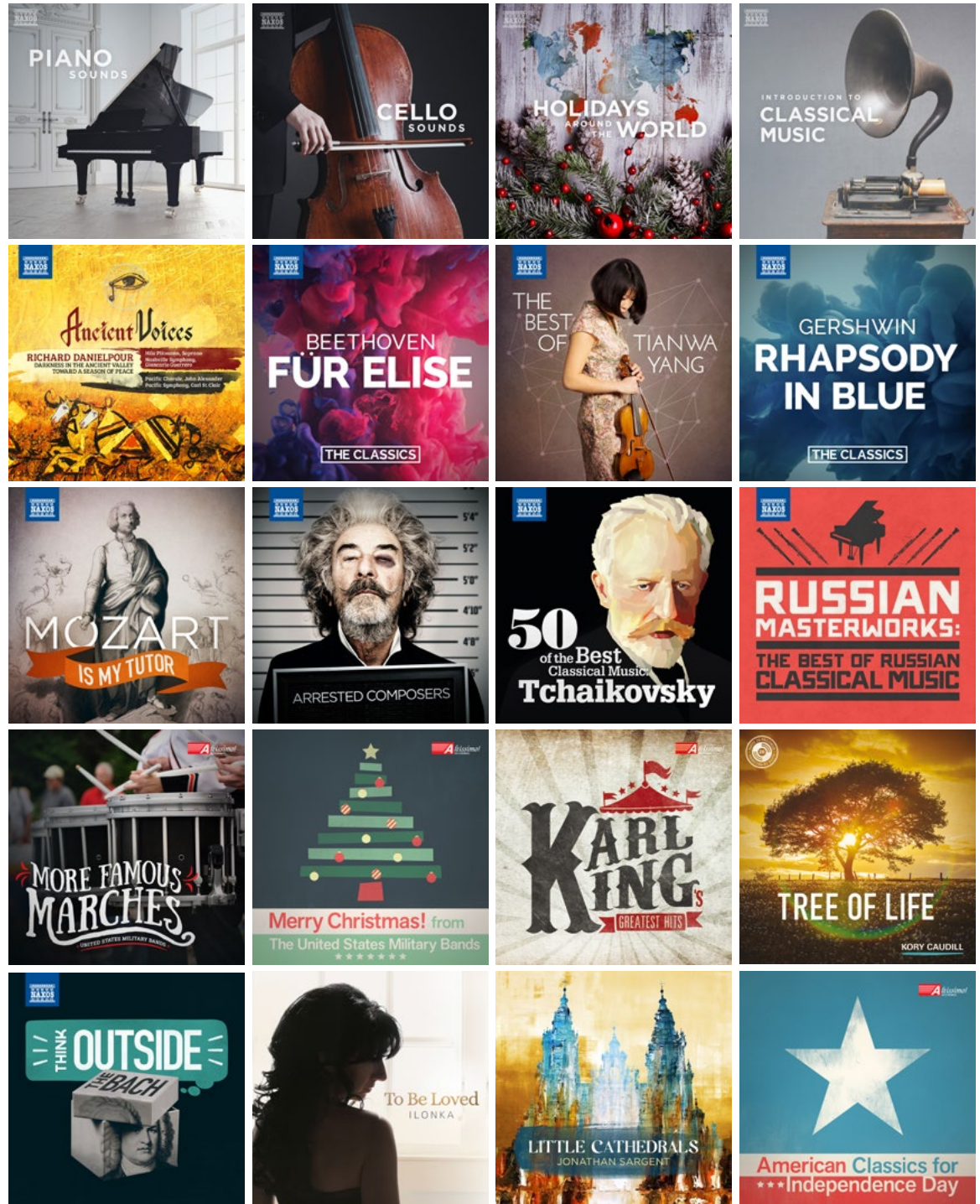
Digital and Physical Artwork

BRANDING

About Project

Developed engaging, brand oriented, and modern artwork covers by implementing design solutions from concept to launch by executing required guidelines and specs in physical, digital and streaming cover formats.

Focus on manufacturing and brand consistency targeted for physical products to meet production and release deadlines to generate sales from collectors and audiophiles customers. Digital Server Providers (DSPs) submission and approval guidelines focus while exporting optimized digital assets to get music releases cover approved, to create a streaming revenue source and digital sales profit on music platforms.



unCLASSIFIED Branding

BRANDING

About Project

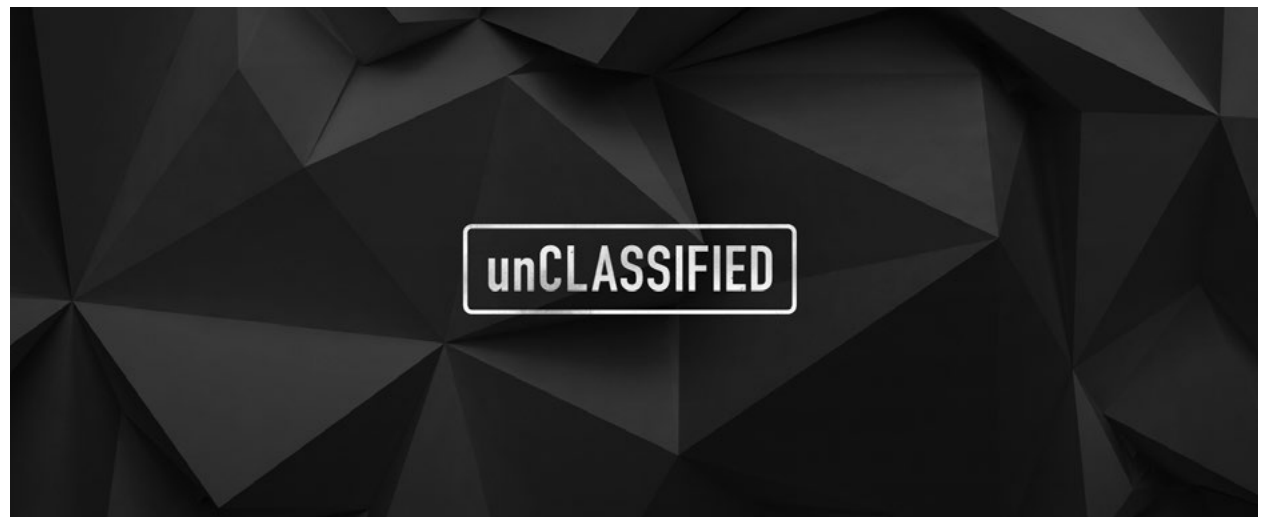
unCLASSIFIED is a classical record label that releases digital albums, along with Spotify and Apple Music curated playlists.

I had the task to create their logo, branding, website, and guidelines for album artwork.

Links

<http://unclassified.com/>

[spotify:user:unclassifiedofficial](https://open.spotify.com/user/unclassifiedofficial)



unCLASSIFIED Artwork COVERS

About Project

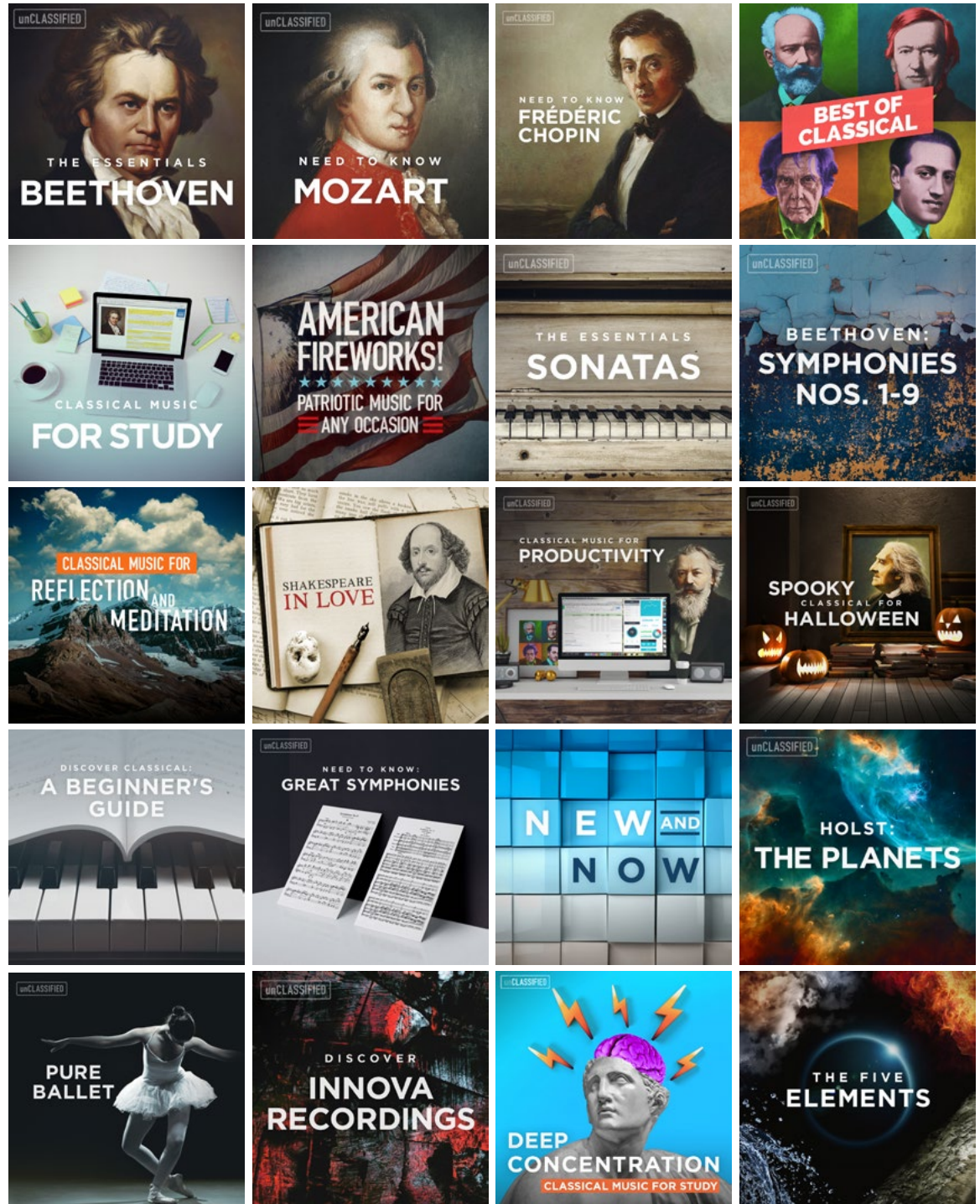
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Modulations

BRANDING / PACKAGING

About Project

Modulations was a work project to feature jazz, classical, and instrumental albums. It consisted of a logo, branding, packaging, and a website.

The logo is a tribute to an analog synthesizer. The branding has a dark interface with bright colors. The barcodes to purchase the albums are inverted in the catalog and they create a sound wave.

Catalogs, stickers, pins, and cd samplers were created for Record Store Day.



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Shake It Out

BRANDING / PACKAGING

About Project

Shake It Out is a company based in West Virginia started by an entrepreneur. I was reached for my services to create a logo, branding, and the packaging.

The company sells a disposable and recyclable pouch to mix shakes. The demographics are fitness and outdoor enthusiasts. The branding is clean, modern, and the green color fits perfect for the company.

Links

www.mixingpouch.com



ArkivMusic and ArkivJazz Website

WEB DESIGN / BRANDING / UI/UX

About Project

ArkivMusic and **ArkivJazz** are leading e-commerce retailers. The old sites were not responsive and needed a rebrand. I was tasked to create a responsive branded UI/UX in collaboration with the Arkiv product manager. During this project, we worked to combine the two sites into a single platform where a user could switch back and forth between sites while sharing the same cart for purchases. I created the interface, art direction for graphics, typography styles, and prototypes for responsive sizes. I also collaborated with the product manager on user experience and stories. The site was developed by a third party and launched successfully to our users and fan music base.



DESKTOP

TABLET

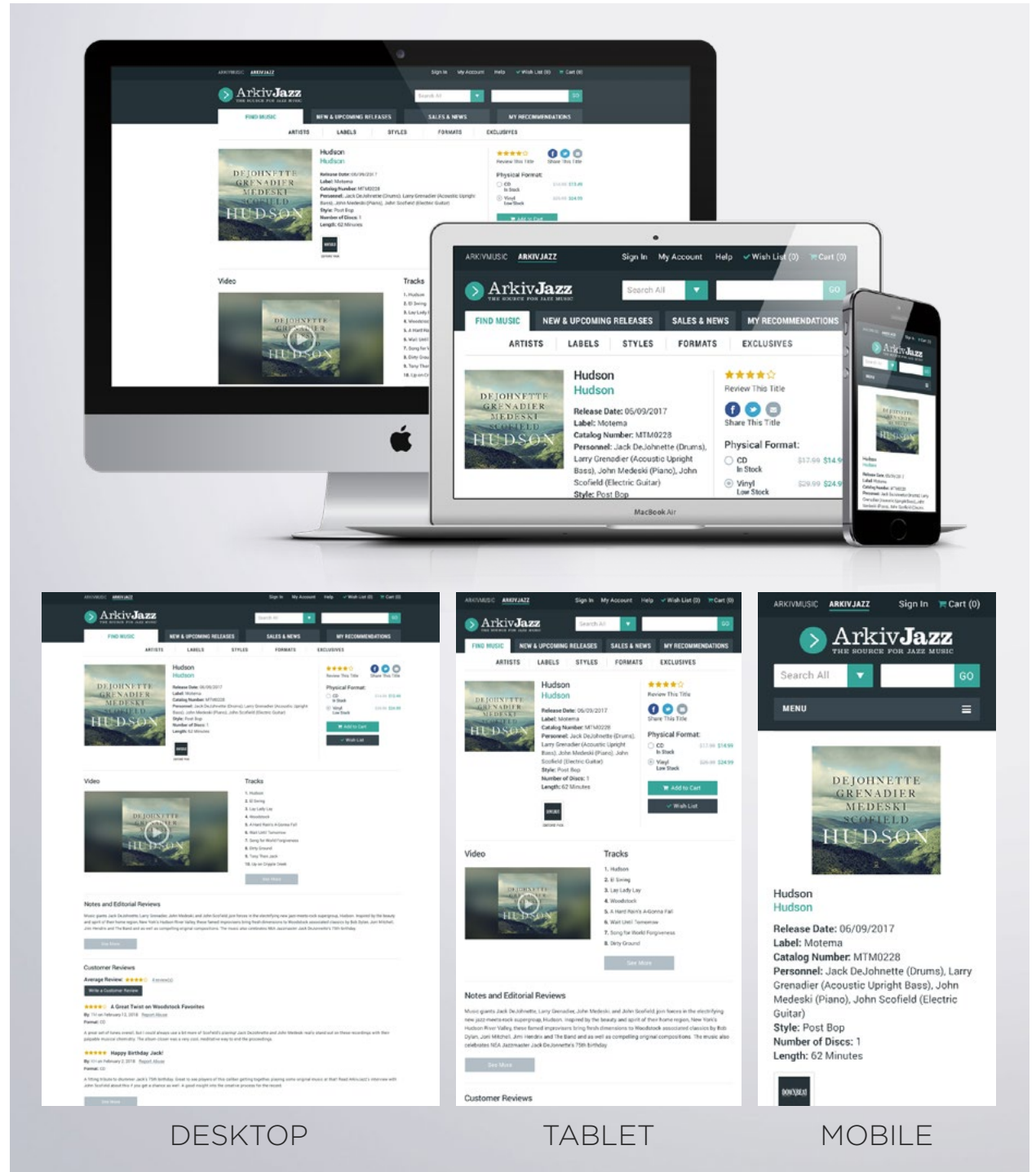
MOBILE

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DESKTOP

TABLET

MOBILE

Bear in the Campsite Artwork

ART DIRECTION / PACKAGING
ILLUSTRATION

About Project

Bear in the Campsite is a local band in Nashville, TN. I was approached to help them with the art direction for their newest album: *Life in a Magazine*. My concept was to feature a golden ratio grid, creating a strong foundation with this classical technique and the pleasing aesthetic through the balance and harmony it creates. The golden ration was duplicated, and created a foundation for a layout and grid system. The cover is a dynamic artwork where each panel represents a track from the record and they interact with each other. The panels also feature a custom illustration representing the track title and/or it's lyrics, creating a strong connection and cohesive design.



Classical Composers

ILLUSTRATIONS

About Project

Classical Composers illustrations for kids. The project is intended to help children recognize famous composers by their hair style. The hair styles are placed on the character that feature musical notes on their face.

These illustrations have been used in artwork covers for classical music releases available in iTunes, Spotify, and CDs.



**STAY
CLASSY
KIDS!**



Wolfgang Records

BRANDING / PACKAGING

About Project

Wolfgang Records was my senior show featured in an exhibition at the MTSU Art Gallery. It follows the idea of a classical music reformation that conquered pop music. The reformation was inspired by three composers based in Tennessee.

As part of my thesis, I created the logo for the identity along with marketing materials to promote the record label. Posters, cds, vinyls, magazine spreads, and a website were featured in the exhibition. All photography was taken and edited by myself.



Hardware Alphabet

TYPOGRAPHY

About Project

I created this alphabet using hand tools for a student project. The tools are consistent in scale, and each letter was photographed individually.

This alphabet was published by *Collage* at MTSU, by the Honors College annual magazine publication.



Yum Yum Quack!

BRANDING / PACKAGING

About Project

Yum Yum Quack are a series of packaging design that features ducklings as magical candy treats for little monsters. Once eaten, the monsters get superpowers and skills for 30 minutes based on each design.

In 2012, this project won a **Gold Student Addy Award** by the AFF (American Advertising Federation) in Nashville.



