

# JENNIFER RODRIGUEZ

## ART DIRECTOR

### Past Work Experience:

Visit [pastelnova.com/work-experience/](https://pastelnova.com/work-experience/)

### ABOUT

I am a high-stakes Creative Director and “Closer” specializing in the Last Mile of global production. My career is built on high-trust roles where precision is mandatory. Whether designing visual narratives for billion-dollar deal flows at J.P. Morgan, orchestrating new global Innovation Studio client journeys for IBM, or directing flagship experiential activations for Google, I am brought in to ensure the work ships. I connect complex strategy to physical fabrication, eliminating project stagnation and delivering world-class results when the stakes—and the pressure—are at their highest.

#### Presentation Consultant (Contract)

*J.P.MorganChase / 2025 - Current*

Strategic advisor to Global Investment Banking leadership, authoring the visual storytelling for billion-dollar deal flows and M&As. Operating under strict SEC compliance, I translate complex financial data into “zero-error” visual systems for 250+ confidential accounts. I align executive strategy with high-priority delivery, ensuring absolute narrative precision and brand integrity under relentless, market-driven deadlines.

#### Art Director (Freelancer/Contract)

*Pastelnova / 2019 - Current*

Operate as an independent creative consultant working with clients including NVE Experience, Instagram, Netflix Films, Amazon, Waymo, Proxima Media, Spotify (Latin Grammys), JAKKS Pacific, Marvel, and others on experiential projects, branding, social content, and overall art direction.

#### Art Director (Freelance)

*NVE Experience Agency / 2021 - Current*

Lead creative closer providing essential design for high-profile content and experiential activations. I architected storyboards, stage graphics, and signage journeys for premier clients including Netflix, Spotify, and Amazon. By streamlining run-of-show assets and keynote narratives, I eliminated delivery bottlenecks, ensuring seamless visual execution and brand consistency between conceptual design and live, large-scale production environments.

#### Experiential Art Director (Full-time)

*George P. Johnson / IBM / 2023 - 2024*

Directly authorized to lead the visual translation of IBM’s global workspace brand across seven international markets. I resolved critical gaps between 2D elevations and 3D architectural fabrication, ensuring total design fidelity for Quantum and watsonx activations. I eliminated spatial inconsistencies and managed stakeholder feedback to drive successful delivery for permanent installations and high-stakes innovation studios.

#### Experiential Art Director (Full-time)

*George P. Johnson / Google Developer Studio / 2021 - 2023*

Directed the comprehensive visual ecosystem for flagship Google global events across major venues in Sunnyvale and New York. I led the end-to-end delivery of digital, motion, and environmental assets for Google I/O and various developer summits. By unifying complex run-of-show graphics with architectural set design, I ensured brand continuity and flawless execution for prominent live and streamed programs.

### EDUCATION

#### B.S. in Computer Science Interactive Media

*The Art Institute*

### SOFTWARE

Photoshop  
Illustrator  
InDesign  
After Effects  
Adobe XD  
Google Slides  
Keynote

### PORTFOLIO

[pastelnova.com](https://pastelnova.com)

### CONTACT

[jennifer@pastelnova.com](mailto:jennifer@pastelnova.com)  
(747) 258-3411