



VJ Rodriguez

Design Director

CONTACT

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SKILLS

- TECHNICAL
- Adobe Illustrator
- Adobe Photoshop
- Acrobat / Bluebeam
- Microsoft Office Suite
- In-Design
- Sketch Up
- Auto CAD

EDUCATION

B.S. | Industrial Design
Art Center College of Design
Pasadena CA
1993 - 1997

PROFESSIONAL SUMMARY

DESIGN DIRECTOR

Skilled Design Director who excels in developing internal and external relationships for the implementation of design from inception to completion. Experienced in Design, Tenant Coordination and Tenant Representation

PROFESSIONAL EXPERIENCE

DESIGN DIRECTOR

CenterCal Properties | Los Angeles CA | 2017 – Present

Manage Design for all CenterCal properties and new developments

- Tenant Coordination and Design for all nineteen properties
- Partner with Development teams in providing tenant focused architecture
- Revise Tenant Design Criteria, Signage programs and Construction Manuals

SENIOR DESIGN MANAGER

Westfield, Inc. | Los Angeles | 2010– 2017

Design Management for Tenant Coordination

- UTC / La Jolla – project manage tenant design and build outs.
- Developed Design, Kiosk and Signage Criteria
- Tenant Coordinate for kiosk tenants and architects
- Design manage the Northwest Region consisting of Washington and N. California

Senior Design Manager

Skechers Inc. | Los Angeles | 2007 – 2009

Design Management for Retail Store Group

- Design and built new flagship concept store on Powell St., San Francisco CA
- Manage Retail Design Team and partners domestically and internationally
- Re-design and value engineer interior build out, fixture package and Visual Merchandising

Retail Design Manager / Tenant Coordinator

Westfield Inc. | Los Angeles | 2006-2007

Tenant Coordinator in the re-development of Topanga Mall in Los Angeles CA

- Project manage tenants, kiosk fabricators, architects and contractors
- Project managed the design and implementation for in-line and kiosks
- Developed Design Criteria for Retail, Dining Terrace and Kiosks

V J R O D R I G U E Z

FREELANCE CLIENTS

- Gatorade
- Cult Industries
- Mattel
- MGA Entertainment
- Levi Strauss
- Upper Deck
- Warner Bros.
- Universal Studios
- Canworks

REFERENCES

JONATHAN LEE
TENANT COORDINATOR
Centercal Properties
213-215-8822

JOHN FINK
DIRECTOR TENANT COORDINATION
Centercal Properties
217-454-1442
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DAVID THOMPSON
COO
Misapplied Minds
818-427-6808

EXPERIENCE CONTINUED...

Retail Design Manager
Guess? Inc. | Los Angeles | 2004 - 2006

Retail problem solving in the fast-paced fashion environment

- Design develop and manage five new Guess retail concepts including "M" Concept, Marciano, Factory and Retail Accessory, and G by Guess stores
- Design and manage fixture packages and visual merchandising from concept to installation for all store concepts

Senior Retail Concept Designer
LEGO Brand Retail | Carlsbad | 2000 - 2003

Concept development for LEGO's retail push into the United States

- Rebrand the LEGO experience via physical spaces and product development
- Design and Construction Management of LEGO Flagship stores in the U.S.
- Development of LEGO Brand Retail store roll out, Kiosks and Shop in Shops
- Product design of LEGO branded product for LEGO theme parks and stores

Concept Designer
Walt Disney Imagineering | Glendale | 1997 - 2000

Concept Designer within the WDI Concept Studio

- Conceptual design for Tokyo Disneyland - Tomorrowland redesign
- Concept design on a wide range of ABC properties such as ABC Studio Times Square, ABC "Good Morning America," ESPN, Disney Stores, Disney Quest, Animal Kingdom, Epcot "Leave a Legacy Project" and Tokyo Disneyland
- Concept development for Disney R&D - interactive technologies

Project Manager / Installer
Van Der Zee Construction | Los Angeles | 1985 - 1997

- Project Manage tenant improvement projects with clients such as Glendale Federal Bank, Bank of America, Raytheon, NBC, Nickelodeon
- Installation of modular office systems such as Steelcase and Herman Miller
- Interface with City Officials and manage sub-contractors and labor

EARLIER/ RELATED WORK EXPERIENCE

Intern
Walt Disney Imagineering | Los Angeles | 1996

- Design intern with the WDI Concept Studio