

Cándido Josué Rodríguez Zelaya

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EDUCATION

The University of Texas at Austin, Austin, Texas

May 2022

B.S., Arts and Entertainment Technologies with a minor in Cultural Anthropology

Cumulative GPA 3.7/4

LEADERSHIP EXPERIENCE

Central American Student Association (CASA), Austin, Texas

August 2019 – December 2020

Social Media/Marketing Coordinator

- Lead the creative direction of the student association to elevate it amongst other organizations at The University of Texas at Austin
- Developed and designed the rebranding of the organization's image and messaging
- Managed the wide array of social media platforms and the communications for our members

Gay & Straight Alliance, Houston, Texas

August 2016 – June 2018

President (August 2017 – June 2018)

- Engaged with fellow straight-allies and LGBT community to create awareness
- Coordinated with district officials to solve discriminatory offenses against the LGBT in school

PROFESSIONAL EXPERIENCE

The University of Texas at Austin Athletics, Austin, Texas

Senior Creative Development Student Associate

January 2022 – Present

Creative Development Student Associate

January 2020 – January 2022

Assistant Graphic Designer (Internship)

August 2019 – January 2020

- Collaborated with the creative development team to create a cohesive social presence through an efficient, collaborative pipeline
- Responsible for the visual design of multiple printed and digital pieces
 - Printed posters
 - Visual elements for in-venue usage
 - Digital, static and motion graphics for social media

Mazu Creative Agency, Austin, Texas

June 2021 – Present

Lead Designer

- Kickstarted and led the re-branding of the creative agency: Designing and overhauling the new brand identity, motion graphics, and marketability
- In charge of the creative direction for various client projects
- Managed content creation for state and national brands in the wellness, lifestyle, and sporting industry as well as world-renowned athletes in the Austin area
- Worked as a team to create an efficient pipeline that facilitated the agencies' core services

SalvaPura, El Salvador

May 2017 – March 2019

Digital Media Manager/Branding Designer

- Work remotely creating the branding for the water start-up company
- Responsible for social media marketing and management tailored to customers in El Salvador
- Created concept designs for new products

SKILLS

PC Software: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Blender, WIX, SketchUP, MS Office

Languages: Native Spanish and Fluent English

INTERESTS

Design · Motion Graphics · Photography · Video Games · Cultural Anthropology · Politics · Geography · Environmentalism