



ALE RODRIGUEZ-GITLER

**2018**

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# 2017

PALLADIAN  
PARTNERS

## PLAY TO LEARN

BUILD A FUN FOUNDATION  
FOR LEARNING.

*A digital infographic and two animated infocards for the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD).*

The Play to Learn infographic and series of animated infocards displayed early learning activities for parents to try with their children. These graphics playfully demonstrated the importance of parents teaching their children skills through structured games and interactions.

I hand-sketched and digitized the illustrations for all three graphics, and drew storyboards, created art boards, and art directed the animated infocards. The infocards were animated by David Arbor.

The infographic won a 2018 Online Advertising + Marketing Communicator Award of Distinction.

View animated infocards here:  
[www.youtube.com/watch?v=Lu-qj4muMEU](http://www.youtube.com/watch?v=Lu-qj4muMEU)  
[www.youtube.com/watch?v=elli7ymzuHt1M](http://www.youtube.com/watch?v=elli7ymzuHt1M)

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# 2017

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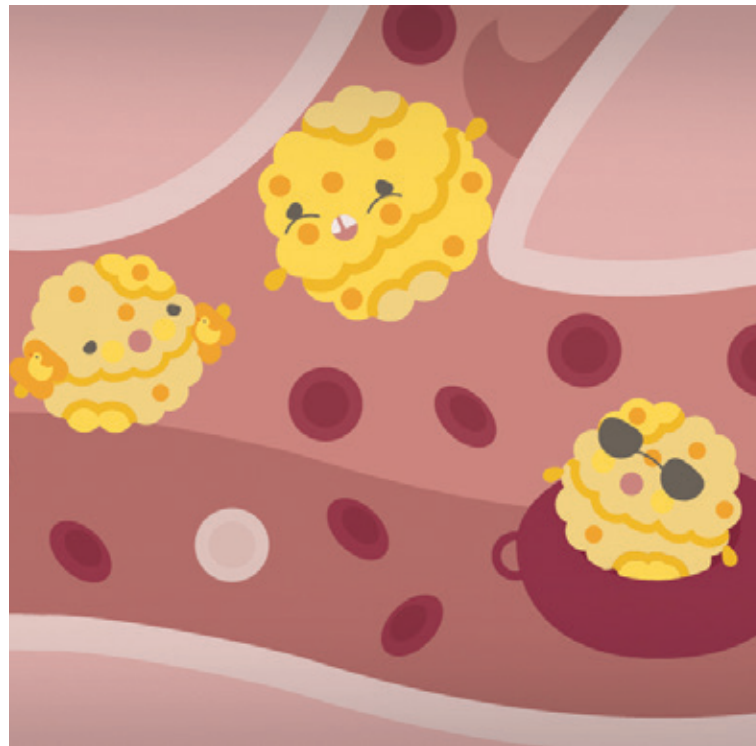
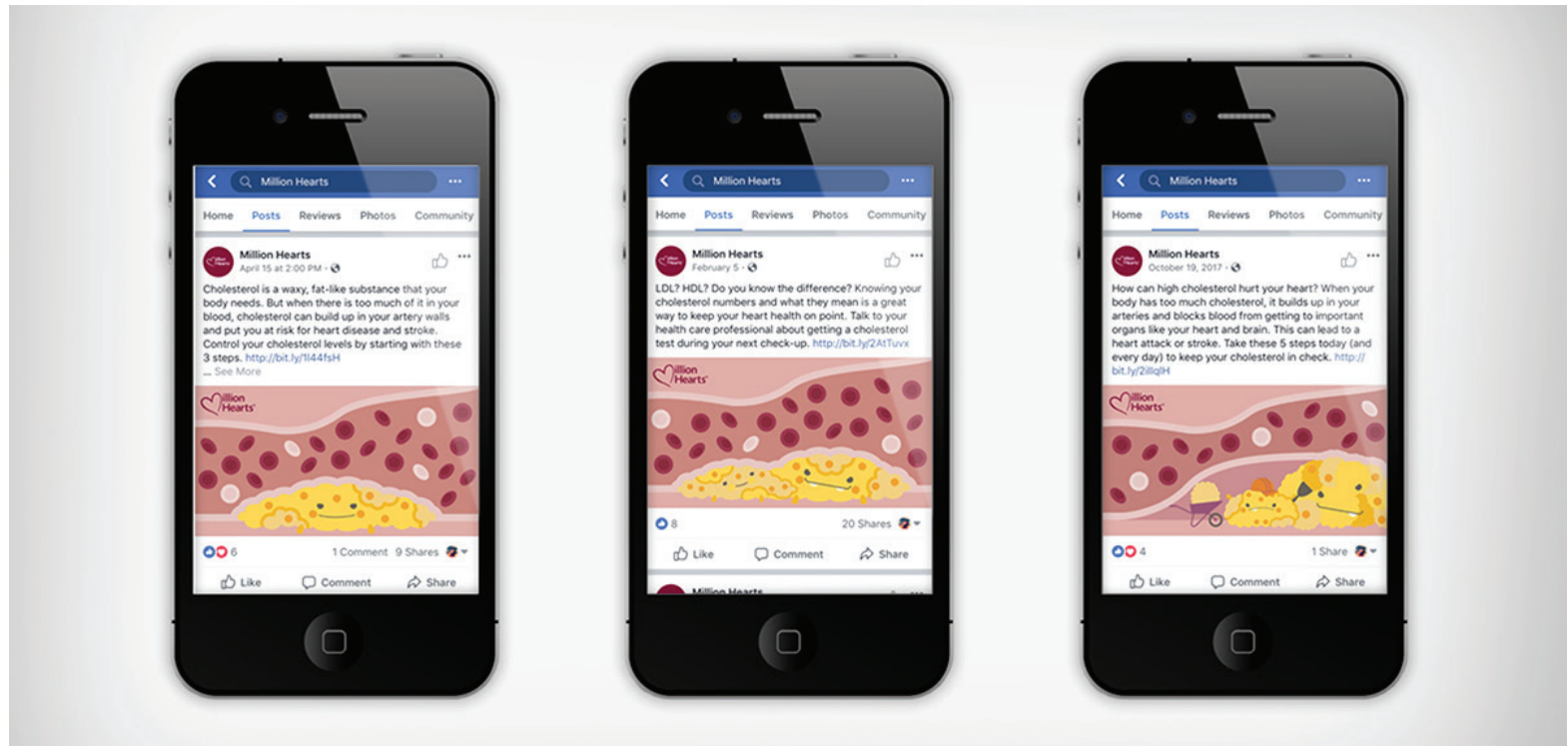
## CHOLESTEROL MONSTERS

CONTROL YOUR CHOLESTEROL.

*A set of four infocards accompanying cholesterol facts and tips to stay healthy for Million Hearts®.*

According to the Million Hearts® website, nearly 1 in 3 American adults has high cholesterol; however, high cholesterol has no signs or symptoms, so the only way to know if you have it is to get your cholesterol checked. This series of infocards encouraged people to test and manage their cholesterol levels in a friendly and comprehensive manner.

I hand-sketches monsters resembling different human cells and organs, and digitized the illustrations for the four infocards, which will be animated soon.





# 2016

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## HACK YOUR SNACK

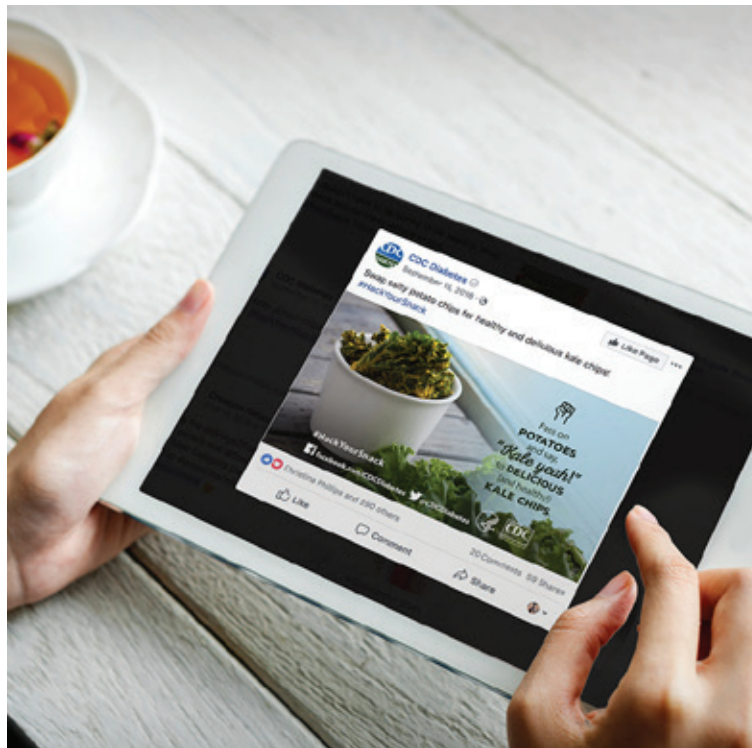
KALE YEAH.

*A series of infocards displaying healthy eating tips for the Centers for Disease Control and Prevention (CDC).*

This series of infocards featured healthy recipes written in fun typographic treatments with representative icons over bright and colorful photos.

The infocards won a 2016 Graphic Design USA Health + Wellness Design Award.

View the full set of infocards on CDC's website:  
[www.cdc.gov/diabetes/library/spotlights/hack-your-snack.html](http://www.cdc.gov/diabetes/library/spotlights/hack-your-snack.html)



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# 2016

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## GIRLS' HEALTH

BE HAPPY. BE HEALTHY.  
BE YOU. BEAUTIFUL.

*A website and branding refresh for the Office on Women's Health's (OWH) teen-focused website.*

The redesign of girlshealth.gov included rounds of mood boards, style tiles, wireframes, user testing, and a mobile-first approach to web design.

I lead a team of designers in updating the girlshealth.gov website to a mobile-friendly and responsive template. We also created a new logo and set of icons and illustrations to modernize the brand. I supervised the image curation for girlshealth.gov, reviewing more than 500 photos and illustrations, and finalized the designs and branding guidelines. The new design is currently waiting for clearance to go live.



# 2015

MERRICK  
TOWLE

## MILAGRO BROCHURE

WE LOOK GOOD TOGETHER.

*A branded print brochure for the Milagro Coral Gables.*

A large portion of my job as a Studio Designer involved expanding newly created brands into various forms of media. Since most of the clients required print brochures—all of which possessed the same content—it was important to capture the distinct personality of each brand in the artwork and layout of the design.

The Milagro's marketing campaign involved collages of people overlaid on the apartment's features and amenities. To create a similar effect, I included a folded panel showcasing the apartment pool, hidden within the image of the man and the kitchen.



# 2012

EU  
SERVICES

## DONOR POINT MARKETING

NOT YOUR AVERAGE AGENCY.  
*An identity for EU Services' new agency.*

During my third month working at EU Services, the creative department moved to a different building to form an agency focusing on non-profit clients. This innovative department needed a fresh logo, collateral, website, and an interior and exterior space to match.

I collaborated with three other designers to invent a modern, yet professionally conservative logo that pleased the executive officers. Using components from each designer's sketches, I assembled the final logo and was in charge of creating all of the brand-related material.

I designed business cards, letterhead, envelopes, labels, sales brochures and packages, trade show material, website graphics, and even signage and artwork for the interior and exterior of our office. I transformed an industrial space and 40-year-old direct mail organization into a bright, bold and unique agency.

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