

Leslie Rodriguez

Illustrator, Toy Designer, Visual
Development Artist
Tempe, AZ

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DESIGN EXPERIENCE

Senior 3D Digital and Prototype Painter - McFarlane Toys, Tempe Arizona, Aug 2021 - Feb 2024

- Created painted 3D digital renders and illustrated files to present new product development and proof of concept in ZBrush, Adobe Photoshop and Illustrator.
- Trained new hires, led team strategy sessions and oversaw the paint department.
- Developed key strategies for increasing workflow and pipeline between departments.
- Communicated and collaborated with brand licensors and manufacturers, as well as with other internal departments.

Temp Model Artist - Hasbro, Pawtucket RI, September 2019 - October 2020

- Created painted 3D digital renders and illustrated files to present new product development and proof of concept in ZBrush, Keyshot, Adobe Photoshop and Illustrator.
- Hand painted toys with traditional techniques such as airbrushing, hand painting and lacquer painting, and applying labels.

FREELANCE EXPERIENCE

President of Fablesources Studios, Subsidiary of Creator Source Studios. April 2024 - Present

- Lead a small team of artists, animators and writers in creating comic books of original IP. Delegated tasks and lead meetings, gave artistic feedback to individuals. Created a healthy workspace and creative outlet for BIPOC creators.

Model Artist, Hasbro, Rhode Island, October 2020 - August 2021

- Created painted 3D digital renders and illustrated files to present new product development and proof of concept. Maintained strong communication and time management with licensors and digital team.

Self-Employed Artist, 2015 - Present

- Strong relationship with clients, set high benchmark for quality customer service.
- Various freelance commissions including: Illustration, Logo design, T-shirt design, character design, event marketing design, website design, and paintings using digital and traditional techniques.

EDUCATION

Ringling College of Art and Design, Sarasota, FL. Bachelor of Fine Arts - May 2019

Major: **Illustration**, Minor: **Visual Development**

ART SKILLS and TECHNIQUES

Proficient: Adobe Photoshop, Illustrator, ProCreate, ZBrush, Microsoft Office Suite and Pantone

Working knowledge: Substance Painter, Adobe InDesign

Experienced: Traditional media techniques- sculpture, oil paint, acrylics, gouache, airbrush, graphite, color pencil and pastels. Lacquer painting, miniature set fabrication, hand painting and applying labels.

COMMUNITY

Art Director for youth program at local church.