

AGD

Adrian Gonzalez Senior Designer & Creative Lead

Based in Los Angeles, Adrian is a Senior Designer with 10+ years of experience creating brand identities and integrated campaigns across healthcare, technology, data analytics, entertainment, fashion, hospitality, and consumer brands for in-house, agency, and corporate teams.

Education

Cal State University, Dominguez Hills
Bachelor of Arts, Graphic Design
Minor in Motion Graphics

Expertise

- ↳ Art Direction
- ↳ Brand Identity
- ↳ Creative Strategy
- ↳ Digital Design
- ↳ Presentation Design
(PowerPoint, Keynote, Google Slides)
- ↳ Print & Production
- ↳ Data Visualization

Tools

Adobe Creative Cloud (Ps, Ai, Id, Pr)
Figma
Microsoft Office (PowerPoint, Word, Excel)
Keynote
Generative AI

Languages

English (Fluent)
Spanish (Proficient)

Experience

Inland Empire Health Plan (IEHP) / Rancho Cucamonga, CA / Hybrid
↳ Designer
October 2025 – Present

- Lead integrated healthcare campaigns across print, digital, paid social, email, OOH, and member communications.
- Translate complex healthcare content into clear visuals.
- Partner with Marketing, Compliance, and bilingual writers.

Hooray Agency / Remote
↳ Senior Designer (Contract)
August 2025 – October 2025

- Developed luxury hospitality branding and integrated campaigns.
- Designed websites, landing pages, and marketing collateral.

NVA Pet Resorts / Remote
↳ Graphic Designer (Contract)
June 2025 – October 2025

- Led integrated marketing campaigns across digital and print.
- Created scalable templates and visual systems.

Parrot Analytics / Remote
↳ Designer → Senior Graphic Designer → Design Manager
May 2019 – April 2025

- Led global brand initiatives across advertising, web, events, and product marketing.
- Partnered with executive leadership to evolve the global brand.
- Managed and mentored a distributed design team.
- Translated complex data into compelling visual stories.

Variety / Santa Monica, CA
↳ Designer → Senior Designer
October 2017 – May 2019

- Designed editorial marketing, event branding, and campaigns.
- Partnered with editorial and executive teams.

BELLA+CANVAS / Los Angeles, CA
↳ Graphic Designer
July 2016 – September 2017

- Designed retail marketing, packaging, and trade show graphics.
- Supported seasonal product launches.

Alo Yoga / Los Angeles, CA
↳ Junior Graphic Designer
July 2015 – July 2016

- Designed retail and digital marketing assets.
- Supported seasonal campaigns and product launches.