

Email: adriangdesign@gmail.com
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Portfolio: adriangdesign.com
linkedin.com/in/adriangdesign

Let's connect.

Adrian Gonzalez

Education

July 2015 / Honors
Bachelor of Arts in Graphic Design
Minor: Motion Graphics
Cal State University, Dominguez Hills

Design Tools

Adobe Creative Suite (Ai, Ps, Id, An, Pr)



Figma



Microsoft Office (PPT, Word, Excel)



Keynote



HTML / CSS



SaaS Tools:

Slack, Asana, HubSpot, Trello, Jira



Skills

Creative & Art Direction
Branding & Identity
AI-powered Tools
UX/UI Design
Print Production
Data Visualization
Project Management
Product Marketing
Event Marketing

Languages

English



Spanish



Employment

August 2025 - Present / Hooray Agency / Contract / Remote

Senior Designer

In this role, I collaborated with teams to create visuals for brand systems, websites, campaigns, and environments, balancing brand guidelines with creative, detail-oriented designs.

- Designed digital and print assets for web, email, and collateral
- Applied brand guidelines to maintain visual consistency
- Built reusable Figma components and layouts
- Collaborated with teams to execute creative concepts

June 2025 - October 2025 / NVA Pet Resorts / Contract / Remote

Graphic Designer

In this role, I supported digital and print design needs by creating brand assets and templates across all NVA materials, and building email campaigns via MailChimp.

- Executed designs for digital and print
- Built email campaigns using MailChimp and similar tools
- Created designs templates in Canva, ensuring brand consistency
- Created moodboards and tailored content for different audiences

May 2019 - April 2025 / Parrot Analytics / Remote

Design Manager — Senior Graphic Designer — Graphic Designer

As a Design Manager, I led a team of designers and provided creative and art direction to Marketing, Sales, Partnerships, and Human Resources. I focused on ensuring consistent brand visuals across all channels by assigning projects and guiding cross-functional teams.

- Lead diverse design campaigns for both B2C and B2B markets
- Collaborate with the CEO on global design initiatives
- Direct the creation of templates for team-wide use
- Art direct marketing campaigns for product launches
- Lead innovative design solutions with internal and external teams
- Provide aesthetic guidance to align with strategic goals
- Develop brand identity guidelines across different markets
- Create customizable data visualizations from raw data
- Design impactful visuals within the entertainment industry
- Direct the art direction for global events, including the Global Demand Awards

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Distinctions

July 2015

Two designs featured in Creative Quarterly's Issue 40 (Fall 2015) and online Gallery.

April 2015

Selected as one of twelve students globally featured in the Communication Arts 2015 Student Showcase.

April 2015

An article featuring my design work was published in the Press-Telegram newspaper.

October 2014

Recipient of the Winston Hewitt Art and Design Endowed Scholarship.

Interests

Art / Photography / Fashion
Travel / Data / Architecture
Music / Sports / Interior Design
Dogs / Coffee / Running

Employment Continued

October 2017 - April 2019 / Variety / Los Angeles, CA

Senior Designer – Designer

As a Senior Graphic Designer, I led high-profile projects to ensure brand consistency and deliver outstanding designs. I developed creative strategies for events, maintained consistent brand representation, and supervised the creation of various marketing assets. I also provided creative direction for both print and digital content.

- Lead high-level design projects in partnership with executives
- Direct creative strategies for event and collateral designs
- Ensure consistent and high-quality brand representation across marketing materials
- Review and maintain brand consistency in designers' work
- Create print and digital content for marketing purposes
- Guide creative direction for materials such as ads, banners, and signage
- Develop marketing assets to support campaigns and events
- Design sales materials, including pitch decks and sell sheets

May 2016 - September 2017 / Bella+Canvas / Los Angeles, CA

Graphic Designer

In this role, I created tradeshow materials and large-scale artwork, ensuring print accuracy, and designed graphics for print and digital campaigns, including influencer packaging.

- Ensured brand consistency across retail materials, displays, and ads
- Designed exclusive tradeshow materials, including hangtags, lookbooks, boxes, and catalogs
- Created large-scale artwork for tradeshows
- Designed graphics for print, digital campaigns, and website content

July 2015 - May 2016 / Alo Yoga / Los Angeles, CA

Jr Graphic Designer

In this role, I maintained brand consistency across various retail materials and ads, created brand assets, supported photoshoots, and designed digital graphics.

- Developed brand sheets, hangtags, lookbooks, and catalogs
- Assisted in photoshoots and conducted minor retouching
- Designed graphics for digital campaigns and websites
- Ensured print artwork and color accuracy during press checks