

Email: adriangdesign@gmail.com
Phone: 562.505.1975
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, 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

May 2019 - April 2025 / Parrot Analytics / Remote

Design Manager — Senior Graphic Designer — Graphic Designer

As a Design Manager, I oversee a team of designers and provide creative and art direction to various departments, including Marketing, Sales, Partnerships, and Human Resources. My primary focus is ensuring consistent brand visuals across all channels by assigning projects and leading 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
- Aligning project aesthetics with teams to meet goals

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

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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

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 tradeshow
- 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

March 2015 - July 2015 / LA Canvas *Internship* / Los Angeles, CA

Graphic Design Assistant

In this role, I assisted with various design projects, including magazine layouts, event art direction, merchandise, and web/app development, under the guidance of senior designers.

- Designed magazine layouts, event art direction, merchandise, and web/app development
- Managed print collateral and helped with social media visuals

May 2014 - July 2015 / Loker Student Union Inc. / Los Angeles, CA

Graphic Designer

In this role, I led visual rebranding, designed a variety of marketing materials for events, and developed flexible print and digital designs. I also conceptualized and designed a new logo, implementing innovative strategies for effective communication.

- Revamped Loker Student Union Inc.'s brand and identity.
- Created print and digital designs, including the organization's distinctive logo.

