



# Adrian Gonzalez

Designer / Art Director  
Los Angeles, CA

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## Summary

Designer / Art Director with 10+ years of experience leading creative across healthcare, tech, data, fashion, and entertainment in corporate, startup, and agency environments. Specializes in translating complex, regulated information into clear, scalable visual systems across print, digital, and experiential channels.

## Education

Bachelor of Arts in Graphic Design

Minor: Motion Graphics

California State University, Dominguez Hills

## Skills & Tools

Art Direction / Creative Direction / Brand Systems / UI/UX / Product Marketing / Data Visualization / Print/Digital Design

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

Figma

Microsoft Office (PPT, Word, Excel)

Keynote

HTML / CSS

## Languages

English / Full Professional Proficiency

Spanish / Professional Working Proficiency

## Experience

Designer / IEHP / Full-time / Hybrid

October 2025 – Present

- Lead accessible, compliant member-facing and internal communications across print, digital, and email
- Translate healthcare and regulatory content into clear, user-centered visual systems
- Partner with Marketing, Communications, and Compliance to ensure brand and regulatory alignment

Senior Designer / Hooray Agency / Contract / Remote

August 2025 – October 2025

- Designed brand systems, campaigns, and environmental graphics across multiple clients
- Built reusable Figma components and modular layouts; collaborated cross-functionally

Graphic Designer / NVA Pet Resorts / Contract / Remote

June 2025 – October 2025

- Designed digital and print marketing assets; built targeted email campaigns
- Created templates and visual systems to support scalable content

Design Manager / Parrot Analytics / Full-time / Remote

Designer > Senior Graphic Designer > Design Manager

May 20219 – April 2025

- Led global design initiatives across B2B/B2C advertising, web, and events
- Managed and mentored a distributed design team; partnered with CEO and leadership
- Owned global brand systems; translated complex data into scalable visualizations

Senior Designer / Variety / Full-time / Los Angeles

Designer > Senior Designer

October 2017 – April 2019

- Led high-end design projects with executives; maintained brand consistency across campaigns and events

Graphic Designer / Bella+Canvas / Full-time / Los Angeles

May 2016 – September 2017

- Designed retail and marketing materials; created large-scale tradeshow and packaging assets

Junior Graphic Designer / Alo Yoga / Full-time / Los Angeles

July 2015 – May 2016

- Supported brand design across retail, digital marketing, and web assets