


# GONZALO GUTIÉRREZ ESPINOSA

Senior Graphic Designer • Visual & UI Designer • Data Visualization Specialist

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<https://gonzagdg.github.io/Portafolio-Gonzalo/>

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- Graphic designer with nearly 10 years of experience delivering visual solutions for companies, academic institutions, and emerging brands. Specialized in branding, editorial design, and data visualization, I combine strategy, clarity, and aesthetics to communicate with purpose and generate measurable impact.
  - I have led the design and content development of communication materials for academic departments such as the Physics and Industrial Engineering departments at Universidad Técnica Federico Santa María.
  - Skilled in design and editing tools including Adobe Illustrator, Photoshop, InDesign, Premiere, and After Effects, as well as complementary software such as Visual Studio Code, Microsoft Office Suite, and Wordpress.
  - Fluent in English (C2), with professional experience working entirely in English-speaking environments.
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## I.- EDUCATION

- Secondary Education - Colegio San Ignacio (1996–2010)
- Bachelor's Degree in Graphic Design - Duoc UC, Viña del Mar Campus (2013–2020)

## II.- TECHNOLOGY STACK

- Design: Illustrator, Photoshop, InDesign, XD, After Effects, Premiere, Lightroom
- Web: HTML, CSS, Wordpress, Visual Studio Code
- Office: Word, PowerPoint, Excel, Teams
- Others: AI-assisted design tools, Trello, Figma, Canva

## III.- AREAS OF EXPERTISE

- Brand Identity Design & Visual Systems - Strategic Visual Communication - Editorial and Exhibition Design - UI/UX & Information Architecture - Data Visualization - Art Direction & Social Media Content - Design Thinking & Design Systems Methodologies

## **IV.- SOFT SKILLS**

- **Strategic Thinking:** Ability to translate complex ideas into clear visual solutions aligned with broader objectives.
- **Collaborative Leadership:** Experience leading multidisciplinary teams in both academic and competitive environments.
- **Adaptability:** Comfortable working across diverse industries, design styles, and communication needs.
- **Problem Solving:** Proactive in addressing design and communication challenges through research and iteration.
- **Attention to Detail:** High standards in technical execution, layout consistency, and brand alignment.
- **Bilingual Communication:** Fluent in Spanish and English (C2), with experience delivering content in technical English for international stakeholders.

## **V.- WORK EXPERIENCE**

### **1. Universidad Técnica Federico Santa María (2017–2018) – Graphic Designer**

- Content management, staff coordination, and resource planning for the development of an institutional website with internal platforms for academic services (Physics Department).

### **2. Evalúeserve Chile (2021–2022) – Graphic Designer**

- Designed presentations and financial reports for multinational clients, working under strict brand guidelines and handling confidential information. Deliverables were consistently produced in technical English.

### **3. Universidad Técnica Federico Santa María (2022–2023) – Creative Consultant**

- Created graphic pieces for internal and external communications at the Industrial Engineering Department, including event promotion and academic programs. Led the editorial design of GEM Valparaíso and GEM Mujer reports.

### **4. Granos y Delicias (2024) – Co-founder & Brand Designer**

- Conceptualized the brand, designed its visual identity, and oversaw the commercial space. Led customer service, inventory, and operations. Designed an environment focused on user experience aligned with the brand's values and aesthetics.

### **5. Freelance Projects**

- Developed brand identities for small businesses, designed the logo for the Chilean national Petanque team, created web and social media campaign content.