

# Gustavo Gonzalez

## Illustrator/Graphic Designer/Web Design

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### Professional Profile

- Illustrator and Graphic Designer, with more than 3 years of experience in illustration, graphic design, animation, 3D graphics, printed and digital design.
- Capable in all aspects of the design process, from conceptualization to final product.
- Assist in the creation of visual graphics for social media platforms, web design and presentations.
- Proficient working in a multitude of styles and media, maintaining visual coherence for each project.
- Suited to work in a team environment, looking to improve with every new opportunity.

### Skills

Illustration, Graphic Design, Animation, Web Design.

### Work History

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#### 2016-2018 Freelance Graphic Designer and Illustrator - New York, NY

##### **Provide Freelance Services to a wide range of clients**

- Create new logos, color palettes, branding material and landing pages for clients, increasing their presence on the market and maintaining a consistent brand across all platforms.

#### 2015-2016 Graphic Designer at Ardyh Holdings C.A - Caracas, Venezuela

##### **Digital production company that executes marketing material and the realization of events for a variety of clients.**

- Conceptualize different aspects for the creation of new brands, from logo design and its applications to catalogues that reflect the spirit and message of the brand.
- Create social media graphics and marketing material to promote our clients brands and bolster a stronger presence in social media.
- Work with a team of designers, assisting on all aspect for the production of graphics, from retouching and editing photographs to prepare illustrations and graphics to be animated.
- Work within the parameters given by the client, offering efficient solutions to their needs.

#### 2015 Graphic Designer at La Casa Productora

##### **Full service digital agency in the area of web design, video production and marketing campaigns.**

- Assist in the design of web sites, working with Wordpress templates and creating custom graphics.
- Create short animations and motion graphics for a variety of videos.
- Create original graphics, illustrations and 3d graphics for client presentations and biddings in order to secure new clients and businesses for the company.

### Education

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#### 2018 Columbia Engineering School certification as Full Stack Developer

#### 2011-2016 Illustration at Institute of Design of Caracas

### Software+Skills

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Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, HTML, CSS, JavaScript, React Js

### Languages

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English, Spanish