

# Andrea Gonzales

## Marketing + Design

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## EXPERIENCE

### Gallery Designer • **Thacher Gallery**

August 2020 – Present | San Francisco, CA

- Collaborates with art collectives and curators to create digital and print designs for the University of San Francisco's art gallery, marketing exhibitions and events showcasing Bay Area artists and educators with 100+ attendees
  - Specializes in digital advertisements, featured on San Francisco Arts Monthly
  - Designed marketing assets for collectives such as Prison Renaissance, Related Tactics, and Ear Hustle
- Mentored 15+ students in visual design and design principles, and created digital and print designs for their student-run exhibition

### Freelance Designer • **Freelance**

June 2020 – Present | San Francisco, CA

- Conceptualizes brand identities for marketing materials through style guides, logo forms, illustrations, website designs, and other branding assets for small businesses and organizations to emulate their missions and intentions

### Staff Writer • **San Francisco Foghorn**

September 2019 – Present | San Francisco, CA

- Writes articles about student lifestyle, San Francisco culture, and young creatives at USF, reaching around 500–1,000+ readers per article
- Conducted interviews with student business owners, wrote about their entrepreneurship journeys, and marketed their products to the USF community

### Sales Associate • **Urban Outfitters**

July 2019 – October 2019 | San Francisco, CA

- Shared advice, product knowledge, and experiences to personally engage with customers
- Suggested alternate products, complementary pieces, and provided styling ideas based on customers' personal styles and interests

## PROJECTS

### Sticker Fundraiser

November 2020

- Designed, sold, and shipped 45+ stickers, raising ₱11,000+ for communities affected by Philippine typhoons

### Covid-19 PSA Poster

March 2020

- Utilized Adobe Illustrator and Photoshop to illustrate a public service announcement visualizing the false assumptions about Chinese culture during the COVID-19 pandemic, with the intent to raise awareness and empower affected communities and businesses
- Reached 2,000+ engagements on personal and professional social media platforms

## EDUCATION

### University of San Francisco

Spring 2018 – Winter 2021

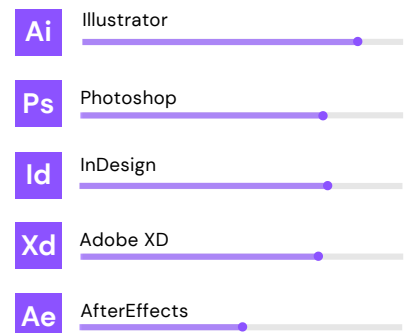
B.S., Business Marketing, Design Minor

Major GPA: 3.95

## SKILLS

Visual Design  
Website Design  
Wireframing  
Branding  
Print Design  
Illustration  
User Research

## TOOLS



## PROGRAMMING

HTML/CSS  
SQL

## INTERESTS

Product design  
UI/UX design  
Editorial design  
Portrait oil painting  
Playing guitar  
Cooking + baking