

# Ronald González

## Designer - Creative

Costa Rica - Email me on Indeed: [indeed.com/r/Ronald-Gonzalez/d6997fc6b1a4501d](https://www.indeed.com/r/Ronald-Gonzalez/d6997fc6b1a4501d)

### WORK EXPERIENCE

#### Designer

Creative - January 2007 to Present

Description of the activities carried out:

- Corporate image design (logo, business cards, stationery, brandbook, signage, among others)
- Design of advertisements for press and magazine.
- Editorial design (magazines, manuals, catalogs, calendars, planners)
- Design, layout and web maintenance (HTML, FLASH, CMS - Wordpress-
- Design of flyer, posters and POP
- Design of gigantografías (road fences)
- Design of lettering for interiors and exteriors (Windows, murals, doors, luminous signs, traditional signs, corporal letters)
- Design and management social networks
- Photo editing
- Video editing (post production, production and script)
- Design multimedia materials (digital magazines, flash animations, animated invitations)
- SEO
- Mail-Marketing (development of mass mailing campaigns)
- Design and management of social networks (flyers, advertisements, promotions)
- Design Stands
- Design of sports and corporate uniforms

Other activities:

Labeling (installation, layout, production and contact with suppliers)

Creativity and copyright

Development of communication campaigns (planning, strategy and execution)

Media management (purchase order)

Promotional Event Planning

#### Designer

Crowley Central America and the Caribbean - Costa Rica - September 2015 to February 2016

Description of the activities carried out:

- Development of an internal communication campaign for Crowley Central America and the Caribbean
- Development of graphic concept and communication for the campaign "EL CONDUCTOR EXPERTO"
- Campaign image design
- Design of magazine ads.
- Editorial design (magazines, manuals, catalogs, calendars, planners)
- Design, layout e-mail campaign for internal and external public
- Design of flyer, posters and POP
- Gigantografias design
- Design of lettering for interiors and exteriors (windows, murals, doors, luminous signs, traditional signs, corporal letters)

- Signaling
- Photo editing
- Videos (post production, production and screenplay)
- Design multimedia materials (digital bulletin boards, flash animations, animated invitations)

Relationship with suppliers

### **FreeLance Designer**

Banco Popular Account - February 2014 to June 2014

Description of the activities carried out:

- Flyer Desing.
- POP Design
- Press Ads Design
- Facebook Post
- Diseño afiches
- Sportswear
- Photo retouching
- Billboard Design
- Stands

Other activities:

During my contract at JOTABEQU I also develop digital materials for social networks such as J & B, Smirnoff, JOTABEQU, Hyundai, Captain Morgan Johnnie Walker and Bavaria.

Development of promotional material and magazine ads for Pizza Hut.

Development of copyright for some of the aforementioned pieces and conceptual, creative and graphic development for an advertising piece that was entered in 2 advertising contests (CANNES and Volanes).

- Da SEED.

### **Creative Designer, Web Designer**

FARO Advertising - 2005 to 2007

Description of the activities carried out:

- Corporate image design (logo, business cards, stationery, brandbook, signage, among others)
- Design of advertisements for press and magazine.
- Editorial design (magazines, manuals, catalogs, calendars, planners)
- Design, layout and web maintenance (HTML, FLASH, CMS - Wordpress-
- Design of flyer, posters and POP
- Design of gigantografías (road fences)

Design of lettering for interiors and exteriors (Windows, murals, doors, luminous signs, traditional signs, corporal letters)

- Signaling
- Photo editing
- Video editing (post production, production and script)
- Design multimedia materials (digital magazines, flash animations, animated invitations)
- SEO

### **Creative Designer, Web Designer**

Proyectos Ejecutivos - 2004 to 2005

Description of the activities carried out:

- Corporate image design (logo, business cards, stationery, brandbook, signage, among others)

- Design of advertisements for press and magazine.
- Editorial design (magazines, manuals, catalogs, calendars, planners)
- Web Design, Layout and Maintenance (HTML, FLASH)
- Design of flyer, posters and POP
- Design of gigantografías (road fences)

Design of lettering for interiors and exteriors (Windows, murals, doors, luminous signs, traditional signs, corporal letters)

- Signaling
- Photo editing
- Video editing (post production, production and script)
- Design multimedia materials (digital magazines, flash animations, animated invitations)
- SEO

### **Creative Designer, Web Designer**

Murali and Associates - 2000 to 2004

Description of the activities carried out:

- Corporate image design (logo, business cards, stationery, brandbook, signage, among others)
- Design of advertisements for press and magazine.
- Web Design, Layout and Maintenance (HTML, FLASH)
- Design of flyer, posters and POP
- Design of gigantografías (road fences)

Design of lettering for interiors and exteriors (Windows, murals, doors, luminous signs, traditional signs, corporal letters)

- Photo editing
- Design multimedia materials (flash animations, animated invitations)
- Illustration

### **EDUCATION**

#### **Master in Administration in Marketing**

Universidad Interamericana

#### **Master in Communication in Internet Marketing seminar**

Universidad Americana

#### **Bachelor of Advertising Design in Advertising Design**

Instituto de Tecnología y Electricidad

Liceo de Costa Rica

Escuela Bilingüe Saint Peter Primary School

### **SKILLS**

flash (10+ years), HTML (10+ years), Marketing (10+ years), SEARCH ENGINE OPTIMIZATION (10+ years), SEO (10+ years)

### **ADDITIONAL INFORMATION**

Skills

- WEB: HTML, flash, basic php, mobile web, wordpress, CSS, SEO, Mailing, AS2 and Basic AS3
- Graphic design: Brands, logos, illustrations, press, layout, flyers, brochures, etc.
- Audio Visual: Premier, Flash animations
- Communication: Marketing, Media, Advertising
- Programs: Adobe (ai, inn, psd, fla, dw), Office (doc, xs, ppt)
- Lettering: Carts, motorcycles, offices, windows, lights, fences

Web Samples:

[www.aquaecosolutions.com](http://www.aquaecosolutions.com)

[www.clinicacea.com](http://www.clinicacea.com)

[www.lagloria.co.cr](http://www.lagloria.co.cr)

[www.teamcmx.com](http://www.teamcmx.com)

[www.daseed.com](http://www.daseed.com)

[www.ofthalmologocr.com](http://www.ofthalmologocr.com)

[www.aselecom.com](http://www.aselecom.com)

Portfolio

[www.behance.net/rgarreta](http://www.behance.net/rgarreta)