



- Location:
Las Vegas, NV
- Phone:
(909) 740-5845
- Portfolio:
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CORE COMPETENCIES

Leadership & Strategy

- Creative Leadership
- Team Mentorship & Development
- Creative Operations
- Workflow Optimization
- Executive Presentations
- Cross-functional Collaboration
- Agile/Scrum Marketing

Marketing & Digital

- Shopify CMS
- HubSpot
- HTML/CSS
- Email Marketing
- Digital Campaigns
- E-commerce
- Brand Strategy
- Content Management

Creative

- Art Direction
- Brand Identity
- Video Production
- UI / Web Design
- Print Production
- Social Media
- Infographics
- Adobe Creative Cloud
- Figma
- AI Creative Tools

Joe Gonzalez

Creative Leader

Brand Strategy | Digital Experience | Creative Operations | AI

PROFESSIONAL PROFILE

Creative Leader with 15+ years of experience driving brand growth, digital transformation, and integrated marketing across web, e-commerce, email, video, print, and social media. Proven success leading creative teams, partnering with executive leadership, optimizing workflows, and delivering high-impact customer experiences through design and technology.

WORK EXPERIENCE

Lead Multimedia Designer

Creative Team Lead

IQAir | La Mirada | 2019 - Present

- Lead creative operations for a four-person multidisciplinary design team, managing project assignments, creative reviews, mentoring, onboarding, and Agile/Scrum workflow planning.
- Partner with executive leadership to present creative strategy and align integrated marketing initiatives with business objectives.
- Co-led the migration of IQAir's corporate website from Drupal to Shopify, directing content migration, website redesign, QA, and implementation while navigating a complex enterprise-wide digital transformation.
- Directed three enterprise email marketing platform migrations (HubSpot > Bronto > Microsoft Dynamics 365 > HubSpot), rebuilding creative templates and workflows while maintaining uninterrupted marketing operations.
- Manage Shopify CMS content, landing pages, promotional campaigns, multilingual website updates, and ongoing website enhancements supporting North American and global marketing initiatives.
- Contribute to the evolution of company brand standards while producing executive-recognized marketing assets, and contribute to innovative initiatives including podcast studio concept development and 3D visualization.
- Partner with project management to optimize Wrike workflows and improve creative intake, prioritization, and production efficiency.
- Leverage AI-assisted creative tools to accelerate ideation, design production, and content creation across web, email, video, print, and social media.

Lead Graphic Designer

Creative Team Lead

System Pavers | Santa Ana | 2017 – 2019

- Led creative execution across four regional markets, maintaining brand consistency across digital, print, direct mail, environmental graphics, and outdoor advertising.
- Assigned creative work, reviewed deliverables, and collaborated with marketing stakeholders to execute integrated campaigns supporting business growth.
- Presented campaign concepts and creative strategies to executive leadership while partnering across departments to meet marketing objectives.
- Produced a wide range of marketing assets including vehicle wraps, trade show displays, signage, digital advertising, web graphics, and sales collateral.
- Managed multiple concurrent projects while maintaining quality, consistency, and aggressive production timelines.



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WORK EXPERIENCE CONTINUED

Freelance Graphic Designer

American Casino Entertainment Properties | Las Vegas | 2017 – 2017

- Designed integrated marketing materials supporting gaming, hospitality, entertainment, restaurants, and promotional campaigns across multiple properties.
- Produced print, digital, outdoor, and event marketing assets while maintaining consistent brand standards.

Graphic Designer

Influential LLC | Las Vegas | 2016 – 2017

- Developed digital-first marketing campaigns for national consumer brands across web, social media, motion graphics, and interactive experiences.
- Supported company re-branding initiatives and visual identity development.
- Produced multimedia content including motion graphics, animation, and 360° video experiences supporting emerging digital marketing strategies.

Graphic Designer II

Pinnacle Entertainment | Las Vegas | 2013 – 2016

- Developed integrated marketing campaigns supporting multiple casino, hospitality, entertainment, and restaurant brands.
- Produced print, digital, web, outdoor advertising, and large-format environmental graphics for high-profile promotional campaigns.
- Collaborated with marketing and property leadership to execute campaigns across multiple business units.
- Maintained brand consistency while supporting high-volume promotional calendars and guest engagement initiatives.

Graphic Designer

MailMax | Las Vegas | 2011 – 2012

- Designed targeted direct mail campaigns and marketing materials for clients across diverse industries.
- Managed projects from concept through production while ensuring quality, accuracy, and production readiness.

EDUCATION

The Art Institute of Las Vegas | Graphic Design

Bachelors of Science