




Joseph Gonzalez

Graphic Design

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 **LOCATION** | Las Vegas, NV

SUMMARY

Graphic Designer with over 6 years of experience specializing in print, social media, and large format design. Creative, versatile, and driven with agency and in-house experience. Diversified skills include photo manipulation, motion graphics, video editing, and web design.

TECHNICAL SKILLS

Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Adobe Premiere Pro



Adobe After Effects



Microsoft Office



CREATIVE SKILLS

Art Direction



Photo Manipulation



Social Media Design



Print Design



Web Design



Video Editing



PROFESSIONAL EXPERIENCE

IQAir | Multimedia Designer II

2019 - Present

- Developed creative material from concept to final artwork
- Collaborated directly with the CMO to execute marketing campaigns
- Maintained company website utilizing basic HTML and CSS
- Took point on e-mail marketing and social media marketing design
- Microsoft Dynamics 365, Hubspot, Bronto CRM experience
- Led creative department in photography and photo manipulation

System Pavers | Lead Graphic Designer

2017 - 2019

- Regulated and maintained company brand across the entire company, including four branches
- Reviewed and approved design, artwork, photography, and graphics developed by the design team
- Coordinated design team workflow
- Developed new design ideas and concepts to be carried out company wide
- Presented designs to top executives of the company for final approval

American Casinos Entertainment | Freelance Graphic Designer

2017

- Conceptualized and executed creative ideas across multiple forms of mediums that included outdoor, print and web
- Strengthened brand identity of several company attractions, including restaurants and rides

Influential | Graphic Designer

2016 - 2017

- Enhanced social media content for brands using current design trends and incorporating motion graphics
- Collaborated redesign of the company identity by utilizing cleaner visualizations and creating an aesthetically pleasing experience for clients
- Integrated organic design and 360° video on social media

Pinnacle Entertainment, Inc. | Graphic Designer II

2013 - 2016

- Illustrated new ideas and design that would be used in upcoming casino promotions across multiple mediums including print and web
- Headed all outdoor / large format design for the Pinnacle Legacy creative team
- Consulted on new brand identity across the Pinnacle Legacy properties

Mailmax | Graphic Designer

2011 - 2012

- Fielded and completed customer design requests for direct mail marketing

EDUCATION

**Bachelors of Science:
The Art Institute of Las Vegas**
Graphic Design 4.0 GPA

AFFILIATIONS

Member, American Institute of Graphic Artist {AIGA}, The Art Institute of Las Vegas Student Organization