JONATHAN GONZALEZ

SENIOR UI/UX DESIGNER

📞 954.471.0409   ✉ jgport88@gmail.com   🌐 jdgonz.com

Senior UI/UX and Graphic Designer with 15+ years of experience leading brand rebrands, high-performing digital experiences, and conversion-focused design across eCommerce, professional services, education, and consumer brands. Proven track record supporting acquisitions, launching premium product lines, optimizing high-revenue web pages, and replacing external agencies through scalable in-house systems. Expert in Adobe Creative Cloud, Figma, WordPress, motion graphics, and data-driven design.

CORE SKILLS

UI/UX Design, Graphic Design, Web Design, Brand Identity, Product Design, Product Packaging, Motion Graphics, A/B Testing, Split Testing, Research & Development, Leadership, Stakeholder Collaboration

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Canva, Figma, Adobe XD

WordPress, Elementor, Divi, Shopify, Magento, Yoast, Wordfence, Lighthouse

Google Analytics, VWO, Mailchimp, Constant Contact

ClickUp, Basecamp, Asana

Product Mockups, 3D Mockups, A+ Content, eCommerce Design

EDUCATION

Miami International University
BFA ANIMATION

Broward College
AA Graphic Design

LANGUAGES

English

Spanish

PROFESSIONAL EXPERIENCE

Senior Design Specialist UI/UX

Kroger | Vitacost — 2014–Present
(Promoted from Graphic Designer I to Senior Design Specialist in 2022)

- Led company-wide rebrand during Kroger acquisition, developing the Vitacost logo, core brand assets such as email templates, and updated visual identity across digital, print, and eCommerce channels.
- Designed and launched Root2, a premium in-house brand, and Synergy, a new product line, overseeing label design, packaging production, and launch assets.
- Produced high-volume creative for paid advertising, affiliate marketing, and email campaigns, supporting customer acquisition and retention initiatives.
- Promoted to Senior Design Specialist (UI/UX) in 2022, shifting focus to high-revenue web experiences, including homepage design, category pages, PDPs, holiday campaigns, and specialty site experiences.
- Maintained and optimized top-performing pages, improving usability, engagement, and conversion through UI/UX best practices.
- Trained and mentored internal designers on Adobe XD and Figma, improving workflow efficiency and design consistency.
- Established a scalable cadence for motion graphics, animated emails, social content, and international ad campaigns across China and Europe.

Notable Projects: Vitacost Rebrand | Blog Relaunch | Root2 Product Launch
Tools: Photoshop, Illustrator, InDesign, Adobe XD, Figma, After Effects, Premiere Pro, Basecamp

Senior Graphic Designer

Pelican Reef / Panama Jack — 2013–2014

- Designed and managed production of multi-brand product catalogs for outdoor furniture, overseeing layout, visual direction, and print-ready deliverables.
- Created marketing assets for trade shows and client exhibitions, including tri-fold brochures, letter size flyers, multi-page booklets, and large-format signage.
- Developed magazine advertisements and brand assets such as logos and color palettes supporting new furniture collections and product launches.
- Collaborated on brand development initiatives, creating visual identities and catalogs for newly launched furniture lines Atlantis and Adirondack Collection.
- Supported Magento backend operations, uploading products, editing imagery, and preparing assets for in-store signage and print publications.

Notable Projects: Skyline Design brand development | 22 furniture line catalog launches, including Panama Jack Outdoor Furniture
Tools: Photoshop, InDesign, Illustrator, Magento, Microsoft Office, Excel, Lighthouse

CONTRACT & FREELANCE EXPERIENCE CONTINUED ON NEXT PAGE

JONATHAN GONZALEZ

SENIOR UI/UX DESIGNER

954.471.0409   jgport88@gmail.com   jdgonz.com

Senior UI/UX and Graphic Designer with 15+ years of experience leading brand rebrands, high-performing digital experiences, and conversion-focused design across eCommerce, professional services, education, and consumer brands. Proven track record supporting acquisitions, launching premium product lines, optimizing high-revenue web pages, and replacing external agencies through scalable in-house systems. Expert in Adobe Creative Cloud, Figma, WordPress, motion graphics, and data-driven design.

CORE SKILLS

UI/UX Design, Graphic Design, Web Design, Brand Identity, Product Design, Product Packaging, Motion Graphics, A/B Testing, Split Testing, Research & Development, Leadership, Stakeholder Collaboration

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Canva, Figma, Adobe XD

WordPress, Elementor, Divi, Shopify, Magento, Yoast, Wordfence, Lighthouse

Google Analytics, VWO, Mailchimp, Constant Contact

ClickUp, Basecamp, Asana

Product Mockups, 3D Mockups, A+ Content, eCommerce Design

EDUCATION

Miami International University
BFA ANIMATION

Broward College
AA Graphic Design

LANGUAGES

English

Spanish

CONTRACT & FREELANCE EXPERIENCE

Senior Graphic Designer

Griffin Group, CPA — Contract

- Led a full brand rearchitecture, redefining visual identity, logo system, and client-facing brand standards.
- Designed and launched a responsive WordPress website using Elementor, increasing website traffic and client engagement by 30%.
- Collaborated directly with executive leadership and sales teams to identify pain points and translate business needs into effective design solutions.
- Developed print collateral and established a vendor production pipeline for business cards, letterhead, brochures, and marketing materials.

Tools: Photoshop, Illustrator, InDesign, Asana, WordPress, Bluehost, Elementor, Figma

Lead Creative Designer

Brave Thinking Institute — 2021–2023

- Brought in to replace an external agency, stabilizing an in-progress rebrand and creating a streamlined in-house creative pipeline.
- Designed high-conversion landing pages, sell sheets, and marketing assets for five business units.
- Developed paid social ads for Facebook and Instagram in collaboration with ad managers and social teams.
- Built and optimized affiliate websites and reusable templates, reducing turnaround time and agency dependency.
- Edited YouTube content for company founders and flagship programs. Partnered with marketing leadership to analyze Google Analytics, VWO, A/B testing, and split-testing results to improve conversion performance.

Tools: Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Canva, Asana

Digital Designer

Pet MD Brands — 2023–2024

- Revamped Amazon A+ content and image stacks for Riley's and Pet RX product lines.
- Conducted competitive research using sell sheets and product data to inform conversion-focused design decisions.
- Designed and edited product imagery, including editable 3D packaging mockups, enabling full product visibility across Amazon listings.
- Supported Shopify site redesign, modernizing visual presentation and improving brand consistency.

Tools: ClickUp, Shopify, Photoshop, Illustrator, InDesign, Figma, Adobe XD