

JONATHAN GONZALEZ

SENIOR UI/UX DESIGNER

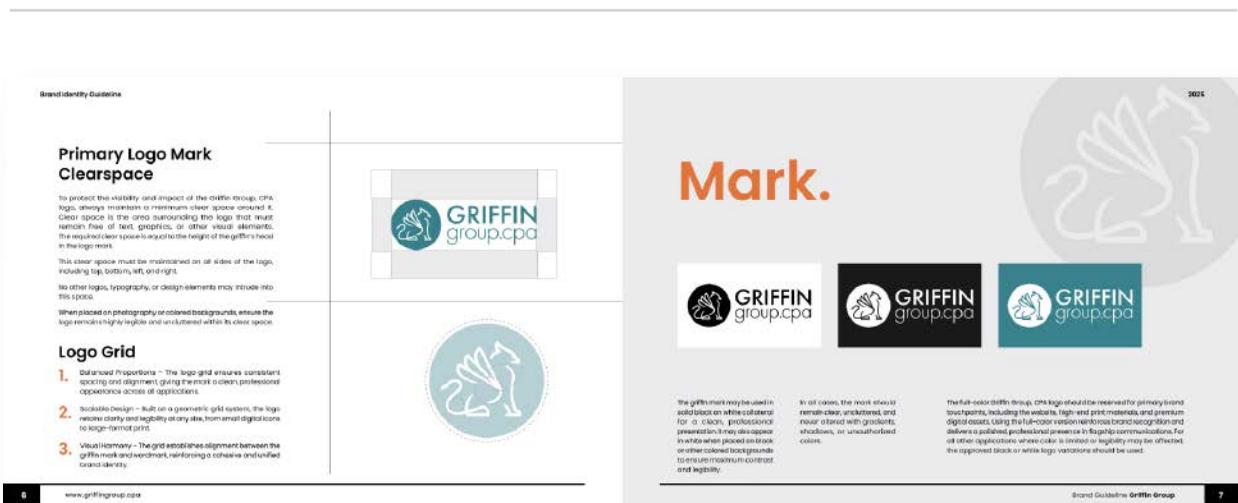
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Senior UI/UX & Graphic Designer | Brand, Web & Growth-Focused Design

With over 15 years of experience across enterprise eCommerce, consumer brands, professional services, and digital marketing, my career sits at the intersection of brand strategy, user experience, and performance-driven design.

From leading rebrands during acquisitions to building high-converting web experiences, scalable design systems, and multi-channel campaigns, my work consistently balances creative excellence with measurable business impact. I've partnered closely with executives, marketers, developers, and sales teams to transform ideas into cohesive visual ecosystems—across web, print, motion, and product.

This workbook highlights a curated selection of that work, organized by discipline and channel.



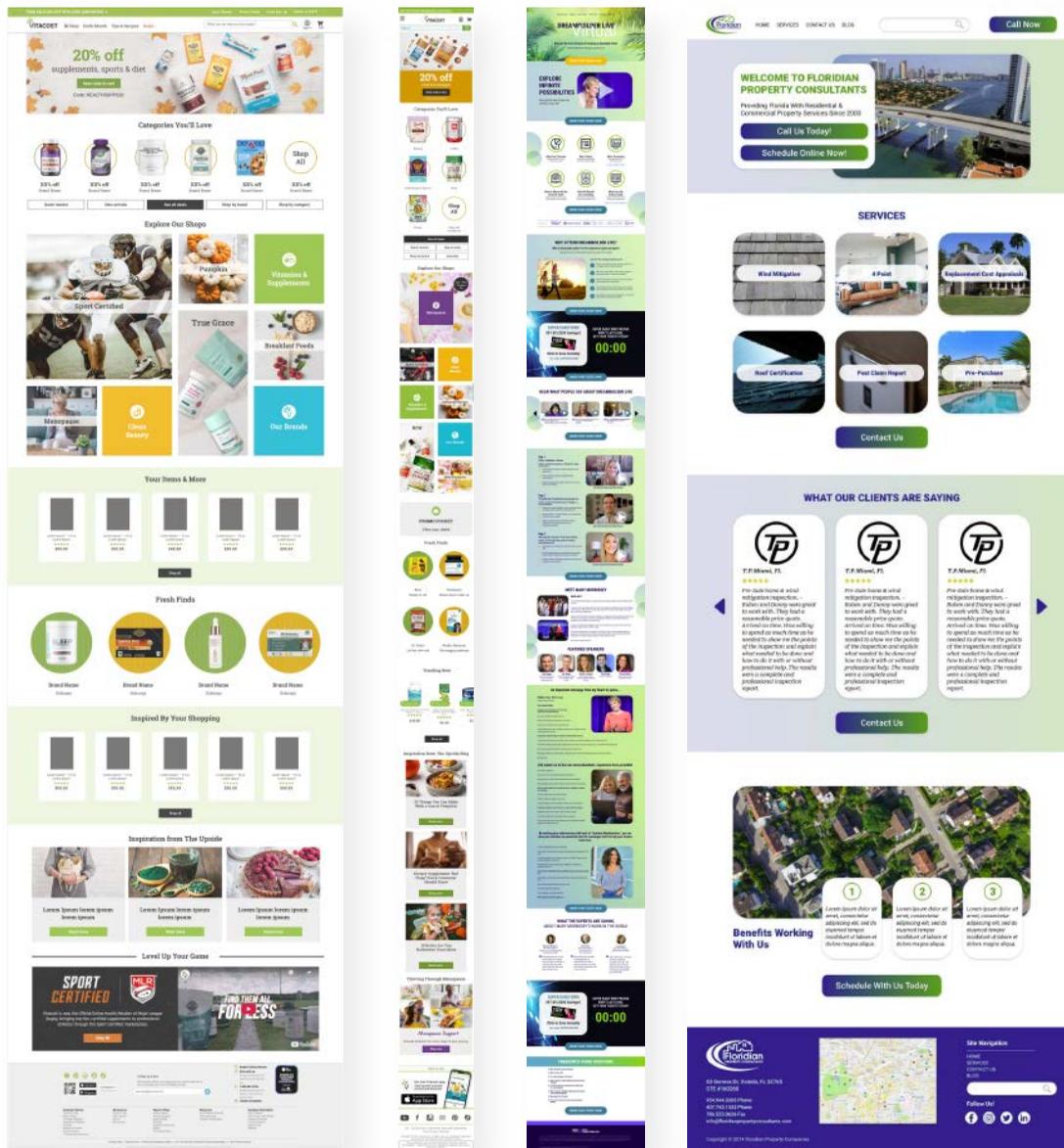
Landing Pages & Home Pages

Homepage Design

Homepage and landing page design sit at the intersection of brand, UX, and conversion strategy.

Across multiple companies and industries, I've designed high-traffic homepage experiences that balance storytelling, usability, and business objectives. My approach focuses on clear hierarchy, intuitive navigation, and flexible modular systems—allowing pages to evolve with campaigns, seasonal messaging, and merchandising needs. Each layout is designed to guide users naturally, highlight priority content, and support engagement across devices.

These experiences are built with performance in mind, aligning creative decisions with user behavior, accessibility standards, and measurable outcomes.



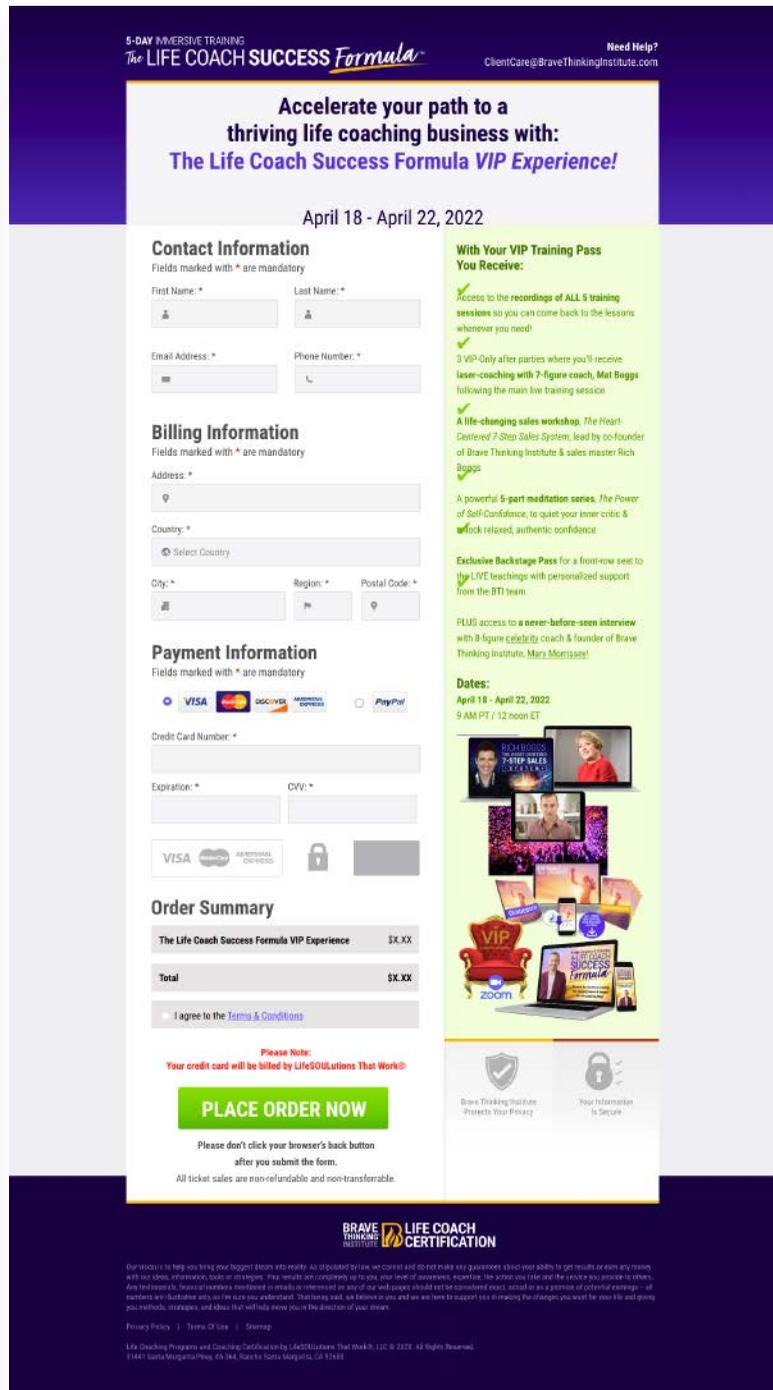
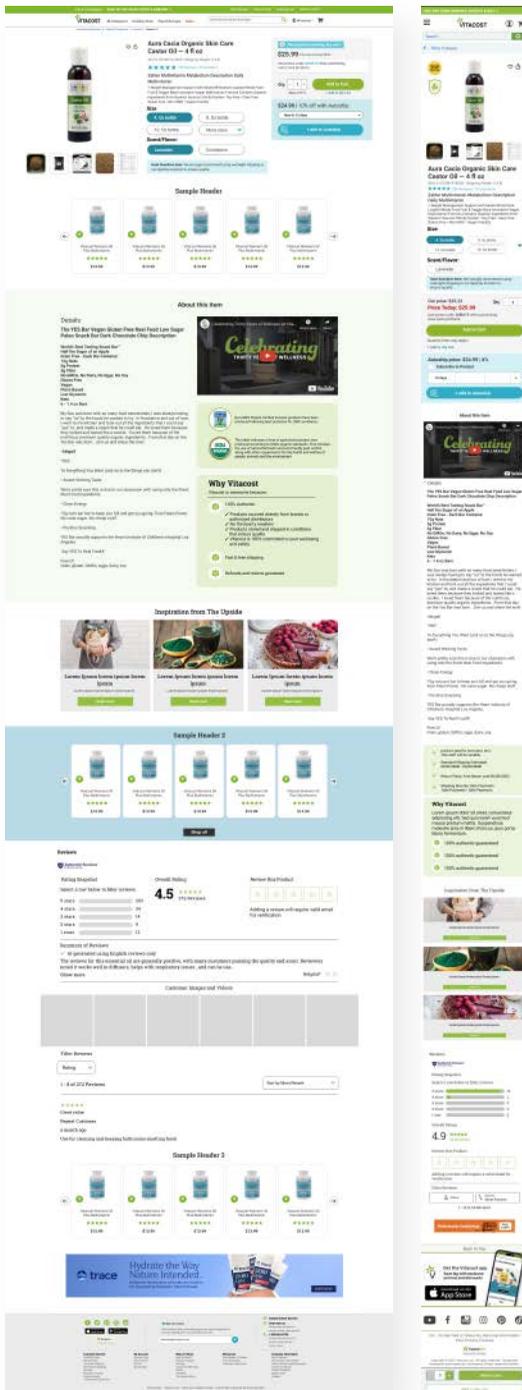
Product UI / UX (PDPs)

Product Detail Page Design

Product pages are critical conversion touchpoints.

I designed PDP experiences that clearly communicate value, reduce friction, and support informed purchasing decisions. This included layout strategy, visual storytelling, iconography, and modular components that scale across thousands of SKUs.

Each PDP was designed with user behavior, accessibility, and performance metrics in mind—bridging brand trust with conversion optimization.



Branding

Branding is more than visuals—it's consistency, clarity, and trust.

Across enterprise and freelance work, I've led brand refreshes and full rebrands, developing logos, color systems, typography, and brand guidelines that scale across digital and print.

Whether modernizing an established brand or launching something new, my focus is always on creating systems that teams can actually use—and audiences instantly recognize.

Brand Identity Guideline

Primary Logo Mark Clearspace

To protect the visibility and impact of the Griffin Group, CPA logo, always maintain a minimum clear space around it. Clear space is the area surrounding the logo that must remain free of text, graphics, or other visual elements. The required clear space is equal to the height of the griffin's head in the logo mark.

This clear space must be maintained on all sides of the logo, including top, bottom, left, and right.

No other logos, typography, or design elements may intrude into this space.

When placed on photography or colored backgrounds, ensure the logo remains highly legible and uncluttered within its clear space.



Logo Grid

- Balanced Proportions** - The logo grid ensures consistent spacing and alignment, giving the mark a clean, professional appearance across all applications.
- Scalable Design** - Built on a geometric grid system, the logo remains clearly and legibly at any size, from small digital icons to large-format print.
- Visual Harmony** - The grid establishes alignment between the griffin mark and wordmark, reflecting a cohesive and unified brand identity.



6 www.griffin-group.com

Mark.



The griffin mark may be used in solid black on white collateral for a clean, professional presentation. It may also appear in white when placed on black or other colored backgrounds to ensure maximum contrast and legibility.

In all cases, the mark should remain clear, uncluttered, and never altered with gradients, shadows, or unapproved colors.

The full-color Griffin Group, CPA logo should be reserved for primary brand touchpoints, including the website, high-end print materials, and premium digital assets. Using the full-color version reinforces brand recognition and delivers a polished, professional presence in all digital communications. For all other applications, where color is limited or legibility may be affected, the approved black or white logo variations should be used.

Brand Guidelines Griffin Group 7

The Logo

Final Logo

The final Palm Beach Music Teachers logo embodies our colorful, creative, and professional identity—capturing the joy of music and the energy of South Florida in one harmonious mark.



Monogram

The logo icon integrates musical and visual elements into a balanced design system, representing rhythm, creativity, and brand cohesion across all applications.

Clear Space
Full Symbol



Word Mark

The wordmark features clean, modern typography that ensures legibility and consistency across all formats, reinforcing Palm Beach Music Teachers' professional and approachable identity.

Clear Space
Brand Name




COLORS

#C6C6C5	#86339B	#282828	#27439B
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ICON



PRIMARY LOGO



BLACK & WHITE



GRAFIDIO DESIGNS

Social Media Design

Social media demands speed, clarity, and scroll-stopping design. I've created static and animated assets for organic and paid social across multiple platforms, aligning creative with campaign goals and platform best practices.

Each asset is designed to be on-brand, message-forward, and adaptable—supporting ongoing content calendars without sacrificing quality.

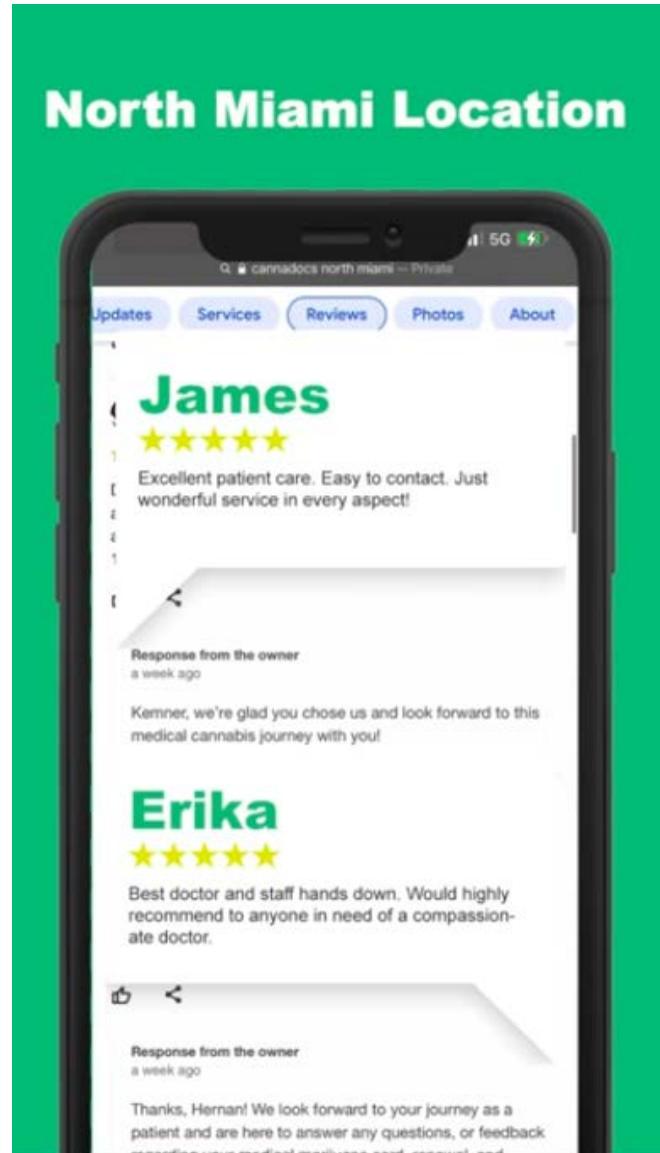
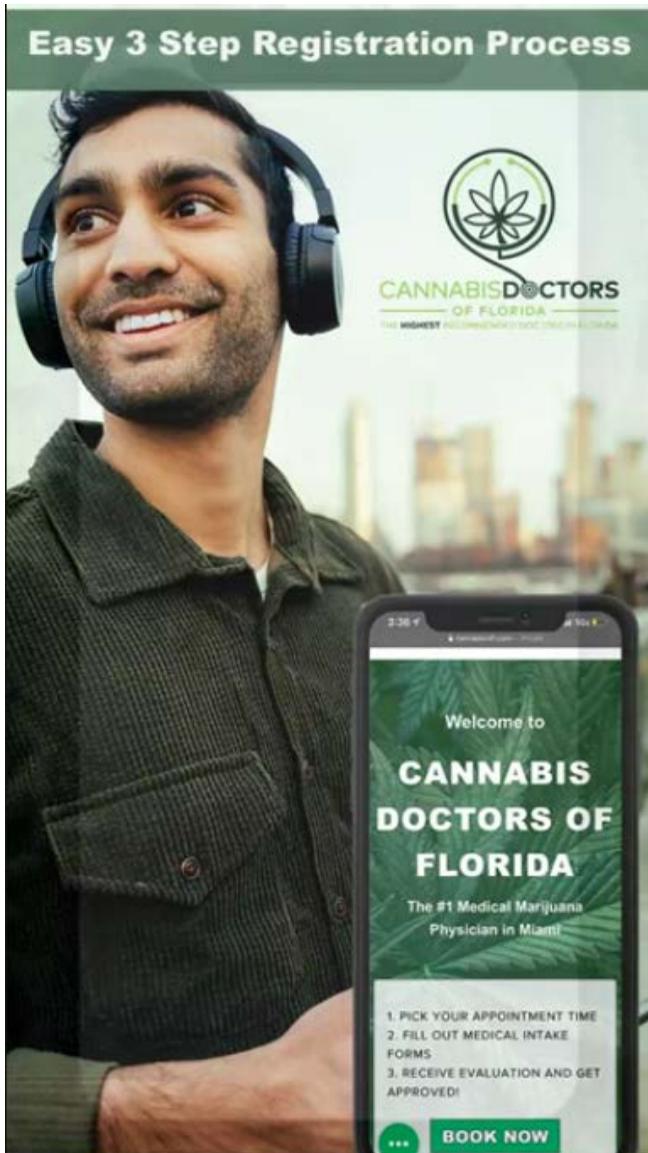


Motion Graphics

Motion adds dimension, clarity, and engagement.

I developed motion graphics for emails, social media, ads, and digital campaigns—using animation to highlight key messages without overwhelming the user.

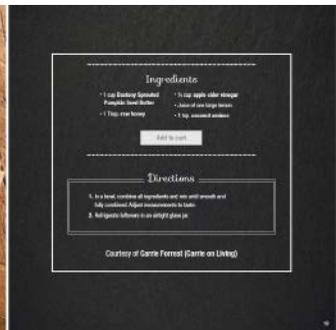
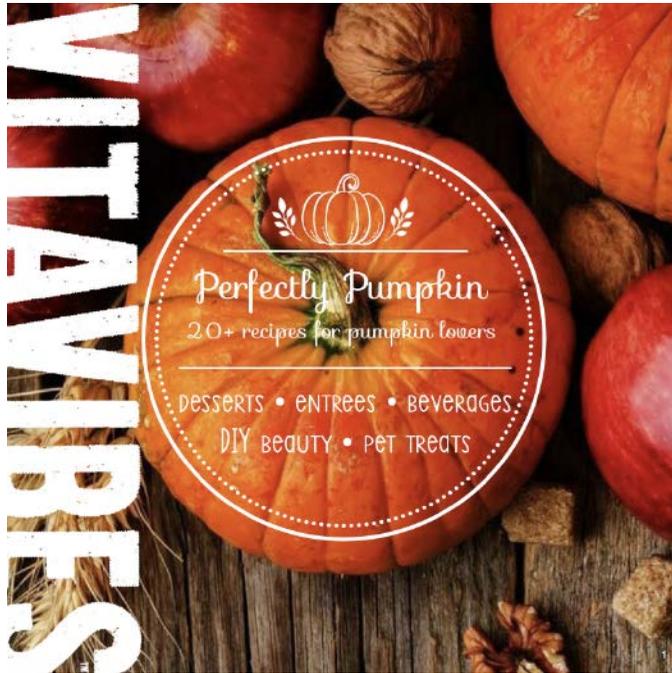
From subtle micro-animations to campaign-driven motion assets, my work enhances storytelling while remaining purposeful and brand-aligned.



Ebook Design

Ebooks and long-form content require structure and readability. I designed ebooks that balance visual interest with clarity—using typography, layout systems, and visual pacing to guide readers through complex information.

Each piece was built to support both lead generation and brand authority.



Print Design

Print remains a powerful brand touchpoint when done well. My print work spans catalogs, brochures, sell sheets, signage, and marketing collateral—often produced at scale and in collaboration with vendors.

Every piece is designed with production, cost efficiency, and brand integrity in mind.





HEALTHCARE SERVICES

- 24 HOUR EMERGENCY SERVICES
- INFECTION CONTROL AND PREVENTION
- ASBESTOS ABATEMENT
- BIOCONTAINMENT SUPPORT
- DECONTAMINATION
- DUCT, HOOD AND VENT CLEANING
- EMERGENCY OPERATIONS PLANNING AND TRAINING

WHEN LIVES ARE ON THE LINE, EVERY SECOND COUNTS.

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HOW TO USE THE TKE WORK SAFE FIELD GUIDE

Use the TKE FSP Field Guide to look up important information regarding any of the FSPs. This guide also contains information every worker should know about health and safety practices and how to comply with company policies and procedures.

You can also use the field guide to document workplace health and safety training activities. Present this to your training instructor upon completion of the FSP training. The instructor will record the information and sign off to show completion of course.

More information on these topics can be found in the TKE Occupational Safety and Health (OSHA) Manual.

FIVE BEHAVIORAL SAFETY TRAPS

Information presented by safety engineers. For more information, contact your safety manager.

1. Lack of Awareness

For working to get our work right, we have over the last century to get our work right.

Most lack of awareness can cause accidents when you perform repetitive tasks.

When we lose a sense of safety when we're in familiar situations and surroundings.

How to avoid: become hyper-aware of your surroundings.

- Don't depend on the assessment of others; trust your eyes.
- Debate yourself to ensure all possibilities are considered.
- Ask all the questions.
- DON'T HES.

TKE Fatality Prevention Processes Field Guide

9 SAFETY ABSOLUTES

- 1. WEAR ALL PROTECTIVE EQUIPMENT
- 2. DON'T TAKE SHORTCUTS
- 3. STOP WORK IMMEDIATELY IF YOU SEE A HAZARD
- 4. ALWAYS WEAR YOUR SEATBELT
- 5. ALWAYS WEAR YOUR SAFETY BELT
- 6. ALWAYS WEAR YOUR SAFETY GLASSES
- 7. ALWAYS WEAR YOUR SAFETY SHOES
- 8. ALWAYS WEAR YOUR SAFETY VEST
- 9. ALWAYS WEAR YOUR SAFETY HELMET

4 CRITICAL LIFE SAFETY PRACTICES

- 1. ALWAYS WEAR YOUR SAFETY BELT
- 2. ALWAYS WEAR YOUR SAFETY GLASSES
- 3. ALWAYS WEAR YOUR SAFETY SHOES
- 4. ALWAYS WEAR YOUR SAFETY HELMET

Multi-Channel Campaigns

Strong campaigns feel cohesive across every touchpoint. I've designed integrated campaigns spanning web, email, paid media, social, print, and motion—ensuring consistent messaging and visual continuity across channels.

This approach strengthens brand recognition while improving overall campaign performance.

20% off
food & beverages

Save code to cart

Code: ALLFOODSAVE

Code: ALLFOODSAVE

20% off
food & beverages

Save code to cart

Code: ALLFOODSAVE

20% off
food & beverages

20% off
food & beverages

Save code to cart

Code: ALLFOODSAVE

20% off
food & beverages

Code: ALLFOODSAVE

20% off
food & beverages

Reset the Way You Eat

20% off
food & beverages*

Shop now

Comfort You Can Feel Good About

20% off
food & beverages*

Shop now

Build Better Habits, Bite by Bite

20% off
food & beverages*

Shop now

A Smarter Sip for Your Routine

20% off
Hop Wtr

Shop now

Wholesome Choices All Day Long

20% off
food & beverages*

Shop now

Real Food, Ready When You Are

20% off
Tasty Bite

Shop now

Don't Miss Your Pantry Reset

HOURS MINUTES SECONDS

20% off
food & beverages*

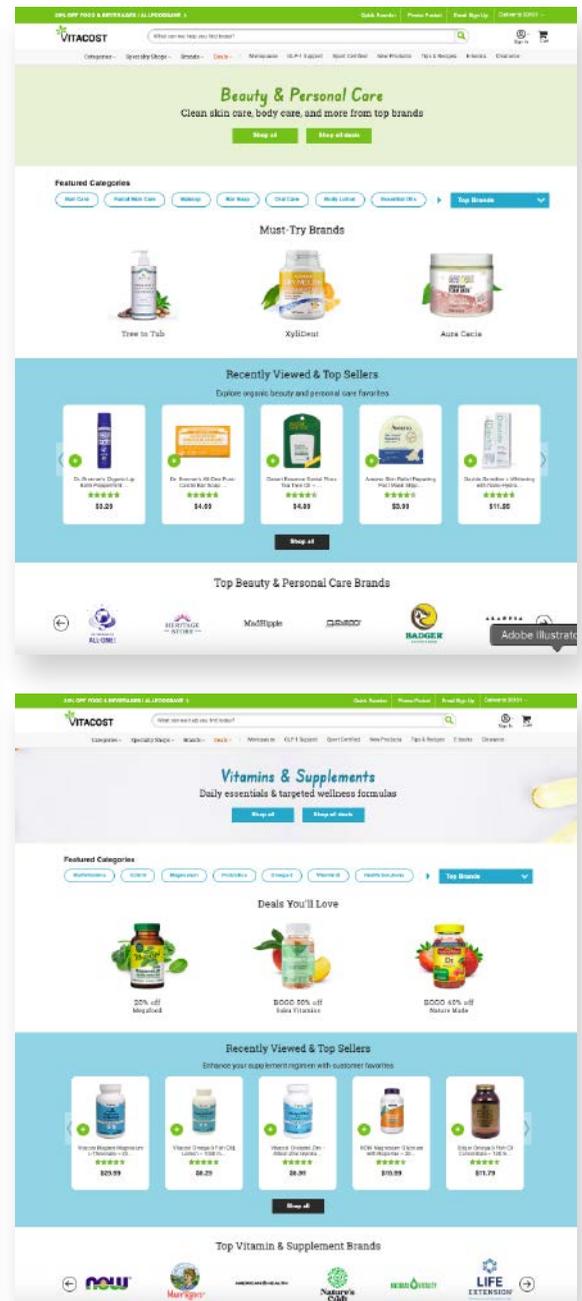
Shop now

Last chance

Category Pages & Experience Pages

Category and experience pages are where content strategy meets UX. I designed category and curated experience pages that help users explore products intuitively while supporting merchandising goals.

These pages balance discovery, storytelling, and conversion—often serving as high-impact entry points for paid and organic traffic.

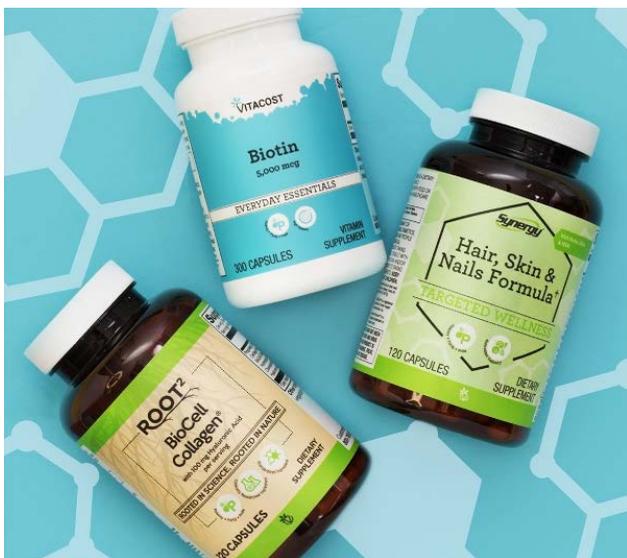


Product Packaging

Packaging is brand storytelling in physical form.

I've designed product packaging systems that translate brand identity into tangible, shelf-ready assets—considering materials, production constraints, and consumer perception.

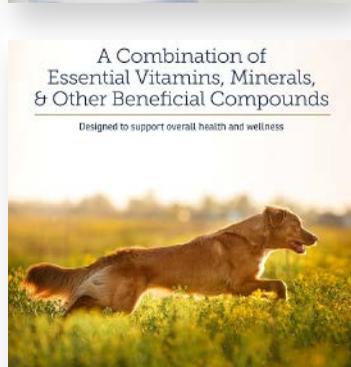
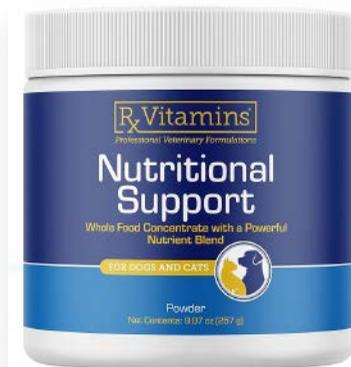
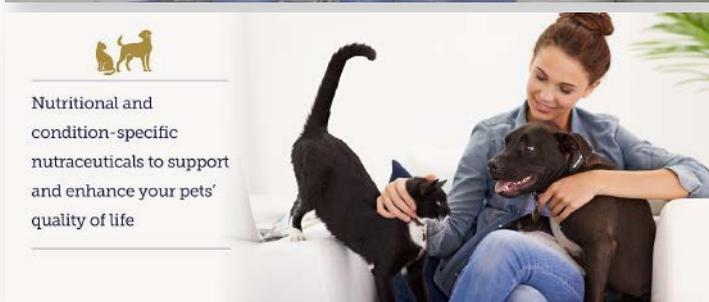
This includes labels, layouts, and scalable packaging frameworks for growing product lines.



Amazon A+ Image Stacks

Amazon A+ content requires clarity, hierarchy, and compliance. I designed A+ image stacks that combine lifestyle imagery, product education, iconography, and feature callouts—optimized for Amazon’s ecosystem and shopper behavior.

The goal is simple: increase confidence, reduce questions, and drive conversion.



Email Design

Email design is a balance of speed, clarity, and engagement. I designed static and animated emails for promotional, lifecycle, and campaign-based messaging—ensuring strong hierarchy, scannability, and brand consistency.

Each email is designed to perform across devices and inbox environments.

Own Your health

Two-layer, timed-release tablet

15% off
Natrol®

Use code: 15NATROL

Shop now

Own Your Health

Two-layer, timed-release tablet

15% off
Natrol®

Use code: 15NATROL

Shop now

Summer Cyber Sale

20% off
vitamins,
supplements & herbs*

Use code: CYBERVMHS

1 MORE DAY!

Shop now

Premium Wellness Support

Supports immune health & stress!

25% off
Swisse®

Use code: ALLSWISSE

Shop now

Premium Wellness Support

Supports immune health & stress!

25% off
Swisse®

Use code: ALLSWISSE

Shop now

Summer Cyber Sale

15% off

Use code: 15CYBER

Shop now

15% off
Irwin Naturals®

Use code: IRWIN

Shop now

15% off
Nutrition Now®

Use code: 15NUTRINOW

Shop now

15% off
Irwin Naturals®

Use code: IRWIN

Shop now

15% off
Nutrition Now®

Use code: 15NUTRINOW

Shop now

Follow These 6 Tips for a Healthy Urinary Tract

Are you keeping your urinary tract and bladder health in tip-top shape? Use these six simple tips help maintain comfort and control so you can avoid issues like bladder leaks and UTIs now and in the future.

Learn more

Follow These 6 Tips for a Healthy Urinary Tract

Are you keeping your urinary tract and bladder health in tip-top shape? Use these six simple tips help maintain comfort and control so you can avoid issues like bladder leaks and UTIs now and in the future.

Learn more

Summer Cyber Sale

20% off
vitamins,
supplements & herbs*

Use code: CYBERVMHS

2 DAYS ONLY!

Shop now

Illustration

Illustration adds personality and distinction.

I've created custom illustrations and icon systems to support branding, web experiences, and marketing campaigns—adding visual interest while maintaining brand cohesion.

Illustration is always used strategically—to clarify ideas, humanize brands, and elevate design systems.

