

JONATHAN GONZALEZ

Lead Creative Designer

ABOUT ME

Hello, I'm Jonathan Gonzalez, a seasoned design professional with nearly 15 years of experience. I have collaborated with esteemed organizations and specialize in UI/UX design and web design. My expertise spans various aspects of marketing creative, and I am eager to contribute my experience and leadership to a dynamic team.

CONTACT INFO

- P** 954-471-0409
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- W** jdgonz.com

EDUCATION

- Miami International University
BFA ANIMATION 2011
- Broward College
AA Graphic Design 2013

SKILLS

- Adobe Creative Suite
- Wordpress
- Canva
- Divi, Elementor, Oshine
- Asana, Basecamp

WORK EXPERIENCE

2014-Current

KROGER & VITACOST

DIGITAL DESIGN SPECIALIST II - Product Design

I lead category page management and new product design for display pages at Vitacost. Additionally, I oversee the visual aspects of the Vitacost blog and drive the creation of captivating email campaigns, including both animated and static content. My role is dedicated to enhancing the brand's visual identity and ensuring a compelling online presence.

2022-2023

BRAVE THINKING INSTITUTE

LEAD CREATIVE DESIGNER

Specialized in UI/UX and Facebook Ads. I optimized our workflow by transitioning web design from Photoshop to Adobe XD. My role includes devising split tests for major marketing events and implementing a cost-saving pipeline, which eliminated \$10,000.00 in external agency expenses.

2013-2014

PELICAN REEF & PANAMA JACK (outdoor)

SENIOR GRAPHIC DESIGNER

managed the development and printing coordination of furniture catalogs, establishing brand standards for Pelican Reef and launching the luxury brand, Skyline Designs. I also played a pivotal role in the development of new outdoor furniture line brands for Panama Jack.

PROFESSIONAL REFERENCES

Brian Kay

Lead Web Developer
Kroger
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Cory Infantino

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