

# 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

- 954-471-0409
- jjgport88@gmail.com
- 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**

#### Senior Graphic Design

I 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  
briankdesigns@gmail.com  
954-515-7101

#### Cory Infantino

Art Director  
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#### Vanessa Jewell

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