

KRISTINA T. GONZALEZ

Lead Graphic Designer/Freelance Graphic & Web Designer

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📍 Anza, CA

👉 kristinagonzalezportfolio.com

PROFILE

Creative professional with over 10 years of experience in graphic design, web design, videography, advertising, and illustration. Seeking a position to leverage my diverse skill set and artistic vision to create visually captivating designs.

EDUCATION

B.S. Psychobiology,
University of California, Davis
Sep 2008 – Dec 2012 | Davis, USA
Minor in Studio Art

SKILLS

Adobe Creative Suite
Photoshop, Illustrator, InDesign, After Effects

Marketing and Branding

Layout & Typography

UI/UX Design
Figma

HTML & CSS

Photography

WordPress

PROFESSIONAL EXPERIENCE

Lead Graphic Designer, Cahuilla Casino Hotel

Oct 2019 – present | Anza, USA

- Spearheaded the development and creation of all hotel and casino collateral, including video and static content to successfully launch the new casino and hotel, ensuring a captivating and seamless opening experience.
- Revamped the casino's social media pages, elevating the overall look and aesthetic, resulting in a remarkable 300% increase in followers.
- Facilitated constructive team meetings with department managers and directors to identify and address company requirements, ensuring seamless and impactful presentation of all graphical content.

Freelance Graphic & Web Designer, Aktive Art

Feb 2014 – present

- Assisted countless small businesses with logo design, print collateral and captivating advertisements, playing a crucial role in helping these ventures establish their identity and kick-start their businesses with a strong visual presence.
- Leveraged a diverse skill set in Adobe Creative Cloud applications to craft captivating custom graphic content, garnering overwhelmingly positive feedback and ultimately strengthening client satisfaction and brand loyalty.

Youth Support Worker, Oak Grove Institute

Feb 2016 – present | Murrieta, USA

- Led engaging and interactive art groups for youth, fostering creativity and teaching various art techniques to encourage out-of-the-box thinking.
- Cultivated a positive and supportive environment where youths felt empowered to embrace healthier lifestyles and make positive changes.

Customer Service Representative, Abbott Vascular

Aug 2018 – Oct 2019 | Temecula, USA

- Maintained an exceptional 95% data entry accuracy while efficiently processing customer order requests for medical supplies within the vascular division.
- Effectively communicated product information, handled complaints, and maintained professionalism to foster customer loyalty and contribute to overall success.