

Portfolio

www.rafgonzalez.com

Contact

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Specialties

Digital Creative, Art Direction, UX/UI/IxD Design, Social Media Creative, Information Architecture, 360 Degree Branding, Product & Identity Design, Web & Graphic Development

Skills

Fluent and expert level in Adobe Creative Cloud, Wireframing and Prototyping, Sketch, InVision, Adobe XD, Adobe Animate, Dreamweaver, Flash, Final Cut Pro, Premier Pro, After Effects, Lightroom, Keynote and Office Programs. Working knowledge and programming skills include: XHTML, PHP, CSS, XML, UI/UX, CVS, WordPress, Movable Type, CMS and Crowd Fusion Systems, JavaScript and JQuery code.

Education

California State University Northridge, Northridge, CA. May 2007 — 2012 g.
Bachelor of Arts Degree in Graphic Design, minor in Photography and Art History

Art Center College of Design, Pasadena, CA. Summer 2004 — ACCD Extended Program @ Night, Product and Graphic Design Courses

Pasadena City College, Pasadena, CA. Dec. 2002 g.
Associate Degree in Arts and Sciences, Winner of City of Pasadena Grant Scholarship for Art Students

Design Experience and Career Highlights

UX/UI DESIGNER / ART DIRECTOR

Cisco Systems®, Contract Assignment | Pasadena, CA 2018 — Present

Create a unique online user experience case study for the *Customer Research Portal* for Cisco Systems® using Cisco digital format and guidelines as reference. Work closely with the production and design team to create landing homepage, administrator and employee profile login pages and experimental pages (x16). Visualize, design and prototype this unique user experience on all mobile, tablet and desktop view sizes. Design and animate multiple product driven social banner ads for all social media channels.

DIGITAL ART DIRECTOR / LEAD UX/UI DESIGNER

One & All — Advertising Agency | Pasadena, CA 2014 — 2018

Digital Art Director for advertising agency assisting major North American non-profit organizations with growth in the digital space, including Feeding America Food Banks Network, The Salvation Army, U.S. and Canadian Rescue Missions, Mercy Ships, Operation Smile. Worked closely with producers, writers, development and strategic teams on deadline-driven assignments for final products, through deployment.

- Visualized, designed and help produced new websites and microsities for U.S. Food Banks, Rescue Missions Network and Mercy Ships® Organization. Analytics and media teams reported 70-80% of clients saw an increase of 250% in online traffic, and higher donation growth from 150-350% in comparison to previous year.
- Responsible for designing UX/UI framework, wireframes, navigation sitemaps, style guides, prototypes, home and internal content pages, donation widgets and landing platforms. Worked closely with producers and creative team, helped design, develop and deliver large fundraising promotional web campaigns, social media banner ad assets, multiple seasonal emails and integrated microsities for non-profit organizations.

SENIOR WEB/UI DESIGNER / PRODUCTION

Warner Bros Studios — Telepictures Productions | Burbank, CA 2005 — 2014

Development of visual concepts and promotional designs for several branded marketing web campaigns projects, sweepstakes and giveaways. Designed and front end program for Warner Bros Studios daytime talk shows included *Ellen*, *Extra*, *Bethenny*, *Anderson Cooper*, *Let's Ask America*, *TMZ*, *People's Court*, *Judge Mathis*, *Dr. Drew's Lifechangers* and *The Tyra Banks Show*, plus *Telepictures Music*.

- Worked closely with web development and marketing teams to ensure technical and design implementation on several large web campaigns for clients and their marketing needs. Clients include: Samsung, Shutterfly, Universal Orlando Studios, QVC, Google, Hyundai, Embassy Suite Hotels, The Voice, L'Oreal, Skype, GMC, Nivea, JCPenney, SkinnyGirl, and others.
 - Designed and maintained daily blog entry content, programming daily online giveaways, multiple web client-based integration projects, photo/video galleries, weekly newsletters, food/beauty recipes and social media infographics on Facebook, Twitter, Instagram, YouTube.
 - Integrated branded design and animated banners, menus, logos, widgets, games and galleries for various sites. Conceptualized iPad and iPhone design elements for *Ellen*, *Extra* and *TMZ*. Web design for various pilot shows. Worked closely with music department to design and develop various micro sites for music groups and artists.
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