

## Portfolio

[www.rafgonzalez.com](http://www.rafgonzalez.com)

## Specialties

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

## Skills

Fluent and expert level in Adobe Creative Cloud, Wireframing and Prototyping, Sketch, InVision, Adobe XD, Adobe Animate, Google Web Designer, 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/IXD DESIGNER / ART DIRECTOR

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

Partnering with the Innovation Design Studio Team at 1st Movement, Inc., helped redesign Cisco's Network Academy microsite, including categories of innovation, experiences and partnership. Working closely with Creative Director using wireframes and journey site maps, helped design various user interfaces and interactive templates with modules for multiple professionals' stories and experiences pages.

- Working with the Creative Director and Strategy Team, helped design an interactive online survey case study for the Customer Research Portal for Cisco Systems using Cisco's digital guidelines. Collaborating with the Interactive and Production teams, helped create a main homepage, administrators and employees profile login pages and 16+ experimental pages. Visualized, designed and created prototypes for unique user experiences in mobile, tablet and desktop view sizes. Using Cisco's assets, format and guidelines, designed and animated multiple static and animated ads for Cisco's hardware products for their 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 creative directors, producers, writers, development, analytics and strategy teams on deadline-driven assignments for final products, through deployment.

- Responsible for designing and creating UX/UI frameworks, wireframes, navigation sitemaps, style guides, prototypes and internal content for brand new websites, and donation platforms 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 on all new websites.
- 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, optimization A/B testing and integrated microsities for multiple non-profit organizations and educational institutions.

### SENIOR WEB/UI DESIGNER

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

Resigned and maintained multiple brand new seasonal websites for Warner Bros Studios daytime television talk shows. Daytime talk shows included *Ellen DeGeneres*, *Extra*, *Bethenny*, *Anderson Cooper*, *Let's Ask America*, *TMZ*, *People's Court*, *Judge Mathis*, *Dr. Drew's Lifechangers*, *The Tyra Banks Show*, plus *Telepictures Music*. Worked closely with music department to design and produce various micro-sites for music groups and solo artists.

- Worked closely with web development and marketing teams to ensure technical and design implementation on several branded marketing web campaigns projects, sweepstakes and giveaways. Clients include: Samsung, Shutterfly, Universal Orlando Studios, QVC, Google, Hyundai, Embassy Suite Hotels, The Voice, L'Oreal, Skype, GMC, JCPenney, and others.
- Conceptualized desktop and mobile design elements for *Warner Bros Television*, *Ellen DeGeneres*, *Extra TV*, *TMZ* and various pilot shows. Designed and maintained daily blog entry content, programming daily online giveaways, multiple web client-based integration projects, photo/video galleries, weekly newsletters, animated banner ads, food/beauty recipes and social media infographics on Facebook, Twitter, Instagram, and YouTube channels.

