

Victor J. Gonzalez

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++ Objective

Self-motivated and goal driven professional with diverse design talents and efficient production skills seeks to contribute to a dynamic organization.

++ Experience

Freelance Designer, New York City, NY

Jun. 2005 – Present

Illustrator/Designer — Created illustrations, logos and other promotional materials for a variety of clients such as the Bronx Museum of Art, Wal-Mart, Marvel Comics and Samantha Brown of the Travel Channel.

+ Bronx Museum of Art, *TGC Magazine* — Provided art direction and illustration to create a series of posters to raise awareness of community programs offered by the museum.

JWT, New York City, NY

Nov. 2009 – Apr. 2010

Art Director - Worked with a unique interagency design team on Johnson & Johnson pharmaceutical products. Provided art direction and design for direct mail packages, interactive mini-sites, emails and other marketing materials.

Everyday Health, New York City, NY

Apr. 2007 – Jul. 2009

Visual Designer — Designed user interfaces from wireframes for consumer health website. Worked directly with project leads and developers to insure implementation of designs. Responsible for sourcing and retouching of stock photography for the website. Provided additional illustration work to support projects when necessary.

+ Collaborated with design team to integrate *My Calorie Counter*, a stand-alone calorie tracking web application, to Everyday Health branding. Worked from legacy material to create prototypes that formed the basis for master specification documentation.

Marvel Entertainment, New York City, NY

May 2002 – Apr. 2005

Graphic Designer — Provided editorial layout and rendered graphics for monthly preview magazine. Assisted with pre-press production including color corrections and minor proofing. Worked with marketing team to create print collateral including mock-ups, sell-sheets, pop displays and media kits.

Marvel Entertainment, New York City, NY

Oct. 2000 – Apr. 2002

Junior Web Designer — Created interactive content including banners and motion graphics from concept through final production. Optimized graphics and executed updates in html.

++ Skills

Strong understanding of branding, color theory, typography and layout. Experience with creating mechanicals and hand-comping. Skilled in artistic techniques: sketching, photo retouching and vector illustration.

Expert: Adobe Creative Suite (Photoshop, InDesign, Illustrator and Acrobat)

Proficient: Adobe Creative Suite (Flash and Dreamweaver) HTML, CSS, Portfolio and Microsoft Office

Beginner: Actionscript, Javascript and Maya

++ Education

Pratt Institute, New York City, NY

May 2005 – Apr. 2006

Continuing Education Courses — Computer Animation and Video

University of Texas, Austin, TX

Sept. 1992 – Dec. 1998

Bachelor of Fine Arts in Art History

Bachelor of Arts in English

References available upon request.