



ANA CECILIA GONZALEZ

Senior Graphic Designer • Art Director



PHONE

305-338-3284



EMAIL

anacecilia_gonzalez@outlook.com



WEB

anaceciliagonzalez.design

SUMMARY

Experienced Senior Graphic Designer and Art Director with a strong background in magazine design, corporate identity, packaging, print collateral, annual reports, web development. Expertise in analyzing briefs to create professional sales-oriented presentations. Specialized in creative innovation and achieving communication goals with meticulous attention to detail. Proven proficiency in project management, creative strategies, and mastery of cutting-edge design software and artificial intelligence images.

EDUCATION

- **BACHELOR OF ART**
Art Institute of Ft. Lauderdale, FL
- **ASSOCIATE OF ART
COMPUTER GRAPHICS**
International Fine Arts College, Miami FL
- **GRAPHIC DESIGN DEGREE**
Institute of Design, Caracas, Venezuela

SPECIALITIES

Adobe Creative Suite 

Microsoft 365 

Social Media 

Artificial Intelligence 

WORK EXPERIENCE

PRESENT ● 2023

SENIOR GRAPHIC DESIGNER FREELANCER

- Collaborate with a diverse range of clients to deliver promotional materials such as PowerPoint presentations, animated banner, posters, social media graphics, and advertisements.
- Lead multiple projects concurrently, managing deadlines and client expectations efficiently.
- Worked with a team of designers to develop creative concepts and design projects for various clients such as Boca Raton Airport Authorities, City of St. Pete and Naples Airport.

2023 ● 2017

SENIOR GRAPHIC DESIGNER A+E NETWORKS LATIN AMERICA

- Managed project and art direction for ad sales website and social media accounts for Latin American and Brazilian markets.
- Collaborated cross-functionally with sales, marketing, on-air, digital, and creative services teams to deliver final PowerPoint sales presentations for clients such as Disney, Coca Cola, Chanel, Samsung, Walmart, Volkswagen, Ford, Norwegian Cruise Line among others for Latin American Market.
- Oversaw graphic file management, including PowerPoint templates, logos, photos, and branding guidelines for History, A&E, Lifetime, and H2 TV channels.

2017 ● 2007

ART DIRECTOR (PARTNER) VITAGRAPHICS.NET

- Co-owned and managed a graphic design and printing agency, overseeing operations, client relationships, creative design, and production with brands such as Johnnie Walker, Crown Royal, Buchanan's and Jack Daniel's.
- Successfully negotiated with outside vendors to ensure competitive pricing and rigorous quality control while meeting deadlines.
- Provided art direction to junior graphic designers and web developers.

2007 ● 2006

GRAPHIC DESIGNER - ART DIRECTOR RUMBAMIAMI.COM

- Created print and online campaigns for various clients, including concerts and special events in the Hispanic market.



ANA CECILIA GONZALEZ

Senior Graphic Designer • Art Director



PHONE

305-338-3284



EMAIL

anacecilia_gonzalez@outlook.com



WEB

anaceciliagonzalez.design

SKILLS

- Excellent verbal and written communication skills in English and Spanish
- Team Player
- Creative and Artistic
- Attention to Detail
- Typography
- Problem Solving

PORTFOLIO

anaceciliagonzalez.design/portfolio

WORK EXPERIENCE

2006 ● 2003

SENIOR GRAPHIC DESIGNER

ACCENTMARKETING

- Designed national award-winning advertising campaigns for clients such as General Motors, Chevrolet, Pontiac, GMC, Cadillac, Sprint, and the United States Navy.
- Collaborated with the creative team to develop long-term strategies and innovative ideas for agency clients.

2000 ● 2003

GRAPHIC DESIGNER

LATIN TRADE MAGAZINE

- Design and produce magazine in English, Spanish and Portuguese for over 320,000 readers. Manage editorial-to production process with editor-in-chief. Supervision and coordination of pre-press for the magazines. Design page layouts for Latin Trade Mexico, a quarterly spin-off publication.