ED GONZALEZ

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EXPERIENCE

TEMPLE UNIVERSITY
DIGITAL VISUAL DESIGNER
JANUARY 2018–PRESENT
Working collaboratively with developers, designers and writers within the Web Collaboration Center to develop, implement and oversee the University Web Strategic Initiative. Refining, streamlining and building a cohesive design system for the university to be used across all 17 schools and colleges.

LEARNED MEDIA
FREELANCE DESIGNER/WEB DEVELOPER
MAY 2017–OCTOBER 2017
Collaborating with the design and development teams, assist in the creation of custom responsive WordPress websites using various CSS frameworks.

BLUE BOOT DESIGN STUDIO
FREELANCE DESIGNER / FORMER INTERN
MAY 2012–PRESENT
During the internship, designed book interiors for *Reader's Digest*. Created parts of boxtwelvecommunications.com. Currently assisting in the layout of various books.

INVERSE PARADOX
GRAPHIC DESIGNER
NOVEMBER 2015–NOVEMBER 2017
Design custom responsive WordPress and e-commerce websites, print collateral for trade shows, brochures, business cards and postcards for a wide variety of clients ranging from non-profit to high-end retail. Provide technical support for existing and new clients.

SKYTOP STRATEGIES
CREATIVE DIRECTOR
SEPTEMBER 2014–JANUARY 2016
Led design direction for establishing brand identity guidelines and collaborating on company's presence across the web and in print. Mentored current employees on best practices for WordPress use and general web design guidelines as well as proper use of the company's brand.

EDUCATION

STATE UNIVERSITY OF NEW YORK AT NEW PALTZ
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN
CLASS OF 2014

NOTABLE CLIENTS

SKYTOP STRATEGIES
www.skytopstrategies.com

NEW CONTENT ADVISORS
www.newcontentadvisors.com

TIDELINE
www.tideline.com

EXTRACURRICULAR

ALFALFA STUDIO
BLOG CONTRIBUTOR
DECEMBER 2014–PRESENT

AIGA
MEMBER
MARCH 2014–PRESENT

DESIGN SOCIETY (SUNY NEW PALTZ CLUB)
MEMBER / GRAPHIC DESIGNER
AUGUST 2012–PRESENT

AMPERSAND WEB TYPOGRAPHY CONFERENCE
VOLUNTEER
NOVEMBER 2013

SKILLS

Adobe (CS2–CC) InDesign, Illustrator, Photoshop, Digital Publishing Suite, Acrobat, HTML, CSS, WordPress, Gephi, Rhinoceros 5, Final Cut Pro, iMovie, Microsoft Office and iWork.

Bookbinding and making, data visualization and brand identity. Experience with film and digital photography. Familiar with MakerBot 3D printers. Troubleshooting in OSX 10.4–10.14, Windows 2000–10, iOS 4–11 and Android Froyo–Q.

ATTRIBUTES

Group collaboration, time management, client satisfaction, communication, thorough and meticulous work incorporating intuition and knowledge. Music and comic book enthusiast.