



## AUGUSTO GONZALEZ

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### Summary

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**Detail oriented graphic designer** proficient in both Mac and Windows, bilingual, with a strong background in print design, and extensive knowledge in wordpress web development; who has the ability to establish kind relations with coworkers, in addition to handling several projects in a professional and diligent manner with high technical expertise, in order to develop a harmonious workplace where teamwork translates into success, serving as a roadmap to any organization's growth.

### Experience

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#### 🏠 **Senior Media Specialist @ Independent Living Systems** *April 2021 - Current*

- Conceptualize, develop, and maintain web solutions for different purposes such as sign up forms for events, mail delivery using SMTP configuration.
- Lead the design, production, and inventory control of all marketing materials of the organization and its subsidiaries. This includes print collaterals, promotional items, booths and stands, and digital assets.

#### 🏠 **Web & Graphic Designer @ Victus, Inc.** *February 2018 - April 2021*

- Develop, establish, and maintenance of web platforms to showcase and sell products for end users.
- Design print and digital media including social media content, email campaigns, banners, stands, and brochures.

#### 🏠 **Graphic Designer @ Independent Living Systems** *February 2015 - February 2018*

- Main duties included developing and updating all print materials and web content, making use of Adobe Creative Suite software such as Photoshop, Illustrator, and InDesign.
- Video and audio editing, including data explanation through motion graphics and other tools for conferences.

#### 🏠 **Graphic Designer @ Freelance** *January 2011 - December 2013*

- Projects made during this period include video and audio editing, motion graphics, photo retouching, flash animations, illustration, photography, among others.

### Technical Proficiency

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Photoshop / Illustrator / After Effects / Premiere / InDesign / Web Design / Wordpress / HTML / CSS / Javascript / PHP

### Education

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#### 🏠 **Google Career Certificates @ Coursera** *January 2022 - Present*

UX Design Professional Certificate

- Foundational UX concepts, user-centered design, accessibility, and equity-focused design.
- Empathizing and defining user pain points, wireframe creation, prototyping using tools such as Adobe XD and Figma.

#### 🏠 **Miami-Dade College @ Miami, Florida** *August 2017 - January 2018*

Full Stack Web Developer

- Learned foundations in the field of front-end and back-end web development using HTML5, CSS3, JavaScript, SQL, AJAX, JSON, APIs, and PHP.

#### 🏠 **Universidad Arturo Michelena @ Valencia, Venezuela** *January 2009 - January 2014*

Bachelor of Arts, Major in Graphic Design

- Established clear understanding of graphic design rules and principles by pen and paper, in addition to art styles.
- Digital graphic design using Adobe Creative Suite in addition to other graphic design programs such as 3D MAX.
- Color theory hand by hand with semiotics in order to construct clear messages using shapes, marks, and symbols.

#### 🏠 **Universidad de Palermo @ Buenos Aires, Argentina** *March 2012*

General Graphics and Art Education

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