

Sebastian Gonzalez

Graphic Designer, Provisional RGD

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Summary of qualifications

- Exceptional organizational skills and attention to detail in contributing to the development of visual communication projects, from concept development to completion
- Efficiently timeline management and ability to brainstorm and collaborate with a cross-functional team to produce artwork that adheres to brand guidelines and meets client requirements
- Excellent verbal and written communication skills and professional attitude in maintaining work relations with staff and management, as well as with external key stakeholders
- Over four years as a graphic designer
- Multilingual (English, French, Spanish)
- Strategic thinking creative designer, resourceful and passionate about learning from his peers and constantly asking for and welcoming constructive feedback
- Multi-skilled graphic designer with a commitment to developing engaging design solutions for a wide range of purpose-driven brands and interests
- Strong proficiency in typography, layouts, colour, image editing, video editing, motion graphics, photography, and digital illustration
- Basic knowledge of web design and HTML

Work Experience

Graphic Designer

KITE-UHN

Toronto, ON
November, 2022 - Present

- Developed marketing collateral, branding and social media content for key stakeholders
- Created layout designs for digital and printed mediums (flyers, corporate collateral, signage, website banners, landing pages, digital presentations, etc.)
- Developed branding concepts and guidelines for internal and external clients
- Planned and executed art direction on photo shoots for marketing collateral
- Edited and retouched photos and stock images according to the needs of the project
- Performed videography at events and conferences

Graphic Designer

Yes & Incorporated

Toronto, ON
March - November, 2022

- Collaborated in product brainstorm meetings, as well as in the review and rewriting of creative briefs
- Participated in building ideas through sketches and wireframes; each new iteration became MVPs that allowed for an agile approach to product development and marketing strategy
- Efficiently managed timelines and proactively checked in with Director to stay aligned on the project approach
- Created layout designs for digital and printed mediums (flyers, corporate collateral, signage, website banners, landing pages, digital presentations, etc.)
- Developed concept sketches and custom illustrations

Corporate Graphic Designer
The Colombian Association of Radiology (CAR)

Bogota, Colombia
August 2019 - September 2021

- Developed landing pages, marketing collateral, branding and social media content for key stakeholders
- Assisted with the post-production of video lectures for the online education platform
- Travelled to doctor and patient sites and captured engaging stories, and edited them into compelling testimonials
- Conducted weekly webinars, online and in-person courses, and conferences
- Designed internal reports with a strong emphasis on data visualization
- Provided technical assistance to users daily
- Maintained updated databases and asset libraries, using LMS and MS digital tools
- Created digital certificates to send to participants after course completion

Graphic Designer and Video Editor
Pontificia Universidad Javeriana, Faculty of Medicine

Bogota, Colombia
January 2013 - December 2013

- Planned, produced and edited educational videos to reduce the burden of caregiving for people with mental illness
- Developed branding elements for the program
- Created design assets and conceptualized ideas for the online program platform

Education

Advertising: Creative and Digital Strategy Graduate Certificate
Centennial College

Toronto, ON
September 2021 - June 2022

Bachelor Degree in Visual Arts, Honours in Audiovisual Media
Pontificia Universidad Javeriana

Bogota, Colombia
January 2011 - March 2016

Visual Elements of User Interface Design
CalArts via Coursera

Online
March 2021

Web Design: Strategy and Information Architecture
CalArts via Coursera

Online
October 2020

Skills

Technical (Mac OS and Windows)

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom), Microsoft Office (Word, Excel, PowerPoint), Google Suite (Google Slides), Keynote, Zoom, Photography and Videography, Wix, Procreate.

Languages

English - Bilingual

French - Intermediate

Spanish - Native

French courses (A1 to B2) at Horizontes Academia de Francés. September 2019 - August 2021