

# Sebastian Gonzalez

Art Director | Designer, Provisional RGD

Toronto, ON M5A 0M9  
[seb.gonzalezpardo@gmail.com](mailto:seb.gonzalezpardo@gmail.com)  
+1 (647) 703 6903  
[sebgonzalez.com](http://sebgonzalez.com)

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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 three 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 creative designer with a commitment to developing engaging design solutions for a wide range of purpose-driven brands and interests
- Strong proficiency in typography, layouts, color, image editing, video editing, motion graphics, photography, and digital illustration
- Basic knowledge of web design and HTML

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## Work Experience

### Graphic Designer

Toronto, ON

#### Yes & Incorporated

March - Present, 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 presented progress reports
- 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

Bogota, Colombia

#### The Colombian Association of Radiology (CAR)

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

## Guide

### The Gold Museum

Bogota, Colombia  
June 2016 - December 2019

- Conveyed cultural and archaeological knowledge through captivating storytelling
- Conducted guided tours in English and Spanish for visitors with different abilities
- Led hands-on workshops for visitors, aligned with the museum's educational mission
- Provided general assistance and information to the public

## Archive Assistant

### The Gold Museum

Bogota, Colombia  
January 2018 - September 2018

- Cross-checked hundreds of physical photos with digital images of the exhibited collection
- Created a Microsoft Excel database to manage missing or unlinked images

## 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

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## 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

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## 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), LMS (Moodle), Keynote, Zoom, Photography and Videography, Wix, Procreate.

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## Languages

**English** - Bilingual

**French** - Intermediate

**Spanish** - Native

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