

ÁNGELES GONZÁLEZ

UX/UI DESIGNER

SUMMARY

Imaginative **UX/UI designer** with over 8 years of experience in digital graphic design, eager to focus on **working in digital products that help to make a positive impact in society**. I'm passionate about technology, interested in human behavior, and excited about how connecting these two things can help to solve problems and give people a better life.

Portfolio
ANGELESGONZALEZ.INFO

LinkedIn
/ANGELESGONZALEZSEGURA

Instagram
/UNACARIBENAQUEDISENA

Behance
/ANGELESGONZALEZS

T.I.E (with work permit)
Y-5043793-E

Email
DELOSANGELESGONZALEZ
@GMAIL.COM

Phone
34 640-815-249

Address BARCLEONA, SPAIN

EDUCATION

Interaction & UI Design - UXER SCHOOL - 2021

Art Direction - BROTHER SCHOOL - 2021

Master in Community Management - IEBS SPAIN - 2014-2015

Copywriting & Creativity - BROTHER SCHOOL - 2012

Bachelor degree in Advertising - UNAPEC - 2007-2011

Photography - CHAVÓN affiliated to Parsons School of Design - 2010

EXPERIENCE

DIGITAL ART DIRECTOR - ONION AGENCY BY TINKLE - BARCELONA
2017- Present

Responsible for the conception, design, and execution of digital visuals to be used in online advertising and digital marketing, such as websites or landing pages, social media campaigns, and other materials. Some of my main responsibilities are to:

- **Lead the art department** to ensure the correct delivery of work for more than **20 brands at the same time**.
- **Hire, mentor, and supervise** 2-3 graphic designers across multiple jobs and projects.
- Supervise **multi-functional projects** between social media strategist and graphic designer.
- Lead the art part in **new business and presentations** with clients or stakeholders.

How I've made a difference:

Successfully **developed and implemented** a new system to manage **workflow, workloads**, and files across the whole agency.

DIGITAL MARKETING MANAGER & WORDPRESS WEBSITE DESIGNER- GNOMO CREATIVE AGENCY -PUNTA CANA 2015 - 2016

Responsible for the conception, design, and execution of social media and digital marketing plans for different clients. Some of my responsibilities were to:

- **Meet with clients** to understand their business needs.
- **Design and implement social media campaigns** and social media ads for different clients.
- **Design websites based on WordPress** and create **tutorials for the clients**, so they would be capable of making content updates.
- **Direct and do photo-shooting** and clients content for social media and websites.

SOCIAL MEDIA MANAGER -DOLPHIN EXPLORER - PUNTA CANA
2014 - 2015

Responsible for creating the social media department from scratch and designing digital marketing plans to improve the online reputation and SEO of the brand. Some of my responsibilities were to:

- **Design and implement the strategy** for social media channels.
- Discuss with the marketing manager **budgets for social media & google ads**.
- **Monitor social media channels and update the website**.
- **Assist potential customers** and handle customer complaints made online.
- **Design all the visual assets** for the company and online channels.

How I've made a difference:

In order to improve online customer complaints about not be able to buy their photos after leaving the park, **I designed and implemented a system to sell customer's photos online**. Complaints related to this decreased and **photos revenue increased by 65%**.

SKILLS

Wireframing

Prototyping

User Journeys

Design Research

User Research

User testing

UX Design

Digital Strategy

Graphic Design

Video Editing

Photo Retouching

TOOLS

Figma

Adobe XD

Whimsical

Maze

Lookback

Miro

Notion

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Wordpress

HTML / CSS

LANGUAGES

English - Professional working proficiency

Spanish - Native or bilingual proficiency

Catalan- Limited working proficiency