

JONATHAN LEE GONZALES

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EDUCATION

BACHELOR OF SCIENCE IN VISUALIZATION FOCUS IN GRAPHIC DESIGN

Texas A&M University
May 2018

EXPERIENCE

TOPSPOT INTERNET MARKETING WEB DESIGNER

Houston, TX
June 2018–Current

Designed 50+ websites for various clients in the B2B space—ranging from manufacturing, signage, healthcare and more. Lead research & training for internal design systems in Figma. Worked with marketing team to ensure designs met SEO standards, as well as developers to achieve a seamless hand-off from Figma to ModX, Magento or WordPress.

SUNDAY DRIVE RECORDS FOUNDER

Houston, TX
June 2015–Current

Collaborate with roster of 40+ artists to design album art/social assets, build & project manage album roll-outs, manage mail-order, set up projects for print and distribution, and manage all social accounts + marketing/press emails.

TEXAS A&M DIVISION OF INFORMATION TECHNOLOGY

GRAPHIC DESIGNER

College Station, TX
August 2015–May 2018

Collaborated with the communications team to produce social media graphics for platforms with 13,000 followers, signage/web graphics for annual Tech Summit Conference with 500 attendees, and digital/print signage to promote IT services & security tips to students across campus.

C3 PRESENTS CREATIVE INTERN

Austin, TX
September–December 2016

Designed production signage, mobile app, and social media graphics for Austin City Limits Music Festival and Voodoo Festival with 400,000+ attendees & followers.

SKILLS

Web Design
Branding
Print & Packaging
Typography

Figma
Sketch
Adobe CC Suite
Google Business Suite

Mailchimp
Bandcamp
Limited Run
Shipstation

ASSOCIATIONS

TEXAS A&M AIGA PRESIDENT

January 2015–May 2018

Lead team of six officers to organize weekly design meetings for over 30 contributing AIGA members. Lead design workshops, created slide decks, oversaw website & social media, managed sponsorships, and organized professional designer visits.

ACHIEVEMENTS

DOTCOMM AWARDS PLATINUM AWARD WINNER, MANUFACTURING WEBSITE

2021

Designed a platinum award winning website for Hellan Strainer, while at TopSpot. The site saw a 46.68% traffic increase, along with 21x more conversions than previous period/website.

STUDY BREAKS MAGAZINE STUDENT HIGHLIGHT ARTICLE

December 2016

Featured in national online magazine for managing Sunday Drive Records while being a student.