

# Jonathan Lee Gonzales

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## EXPERIENCE

- April 2022–Current  
Remote
- POSTCARD CABINS (GETAWAY HOUSE)** SR. PRODUCT DESIGNER
- Responsible for overseeing all aspects of website design and user experience, with a focus on data-driven design, as the sole Product Designer at Postcard Cabins.
- Led a year-long project to redesign the Booking Flow from start to finish, resulting in a nearly 3x increase in Booking Conversion Rate (CVR) and significantly improving user experience.
  - Spearheaded the redesign of Location Pages, boosting Booking CVR by 2x through improved usability and content structure.
  - Developed and organized the brand's first Design System to streamline design processes and ensure consistency across the Creative Team's work, from print to web.
  - Designed and launched the brand's first merchandise store on Shopify, expanding Postcard Cabins' revenue stream and enhancing brand visibility.
  - Managed weekly updates to website content in Contentful, promoting offers and news, ensuring timely and relevant information was always available to users.
  - Overhauled the Home Page design and integrated the new design system across all pages, resulting in improved user engagement and site aesthetics.
- June 2015–Current
- SUNDAY DRIVE RECORDS** FOUNDER
- Collaborate daily with a roster of over 50 artists to design compelling album artwork and social media assets. Led and managed album rollouts from concept to completion, overseeing every step of the process including project management, print setup, distribution, Shopify management, and mail-order fulfillment. Managed all aspects of social media accounts, developing creative strategies to engage audiences and promote new releases. Coordinate marketing and press outreach, crafting targeted email campaigns to maximize visibility and drive album sales.
- June 2018–April 2022  
Houston, TX
- TOPSPOT INTERNET MARKETING** WEB DESIGNER
- Designed over 50 custom websites for clients across various industries, including manufacturing, signage, and healthcare. Led user research and internal training on best practices for utilizing Figma and managing a consistent design system, enhancing collaboration within the design team. Worked closely with the marketing team to ensure that all designs adhered to SEO best practices, improving site visibility and user engagement. Collaborated with developers to ensure a seamless handoff of designs from Figma to platforms like ModX, Magento, and WordPress, ensuring both the functionality and visual integrity of the sites. Projects consistently balanced design aesthetics with technical constraints, contributing to high client satisfaction.
- Aug. 2015–May 2018  
College Station, TX
- TEXAS A&M DIVISION OF IT** GRAPHIC DESIGNER
- Worked closely with the Communications team to create engaging social media graphics for platforms with over 13,000 followers, helping to boost online presence and audience engagement. Designed signage and web graphics for the annual Tech Summit Conference, which hosted 500 attendees, ensuring visually impactful materials that aligned with the event's branding. Developed digital and print signage to promote IT services and security tips, effectively reaching and educating students across campus.
- Sept.–Dec. 2016  
Austin, TX
- C3 PRESENTS** CREATIVE INTERN
- Designed production signage, mobile app interfaces, and social media graphics for major events including the Austin City Limits Music Festival and Voodoo Festival, reaching over 400,000 attendees and followers.

## EDUCATION

BS in Visualization  
Focus in Interactive Design  
Texas A&M University  
May 2018

## SKILLS

Web Design  
Branding  
Print & Packaging  
Typography  
Figma  
Shopify  
Maze  
Sketch  
Adobe CC Suite  
Google Business Suite  
Mailchimp  
Bandcamp  
Limited Run  
Shipstation

## ACHIEVEMENTS

dotCOMM Awards  
Platinum Award Winner  
Manufacturing Website  
2021