



DALERYS GONZALEZ

ART DIRECTOR

PROFILE

As a creative I am constantly searching for new things to create and new challenges to improve my skills. I am never pleased with minimal work, and always strive to produce work that I am proud of. I aspire to tell a story with my designs and concepts through the use of imagery as well as playful shapes, colors, and type.

CONTACT	EXPERIENCE
<p>P: 787 232 1010</p> <p>E: daleryszoe@gmail.com</p> <p>W: dalerysgonzalez.com</p>	<p>Area 23 New York, NY <i>Senior Art Director</i> November 2020 - Present Art team lead for the GSK brand Managed a team of art directors and collaborated with clients Created new branding and websites layouts for GSK Launched a new brand for Bayer, created their website and promotional assets Produced print and digital assets to promote brand awareness</p> <p>Ogilvy New York, NY <i>Junior Art Director</i> July 2018 - August 2020 Produced videos and social content to promote brand awareness Concepted ideas to encourage brand engagement Looked for opportunities where brands could make an impact Designed for brands such as IKEA, Nationwide and Poland Spring</p> <p>Furia World Buenos Aires, AR <i>Creative Intern</i> April 2018 - June 2018 Created new branding and websites layouts Drafted and executed original logos Designed for brands such as Coca-Cola</p> <p>Poplife Collective Miami, FL <i>Freelance Designer</i> May 2017 - June 2018 Executed deck for Heineken Afterwork pitch Designed social media, product comps and promotional posts Created invitations for Heineken Afterwork events</p> <p>Grey Group New York, NY <i>Creative Intern</i> October 2017 - December 2017 Created new digital and print campaigns Pitched new ideas weekly to the senior team for campaigns Designed for brands such as Gillette, Pringles, Unicef and GSK</p> <p>Team Enterprises Fort Lauderdale, FL <i>Freelance Art Director</i> February 2017 - February 2017 Short term pitch project for Mini Cooper. Designed original mock-ups of merchandise and promotional items</p> <p>de la Cruz - Ogilvy affiliate San Juan, PR <i>Creative Intern</i> June 2015 - August 2015 Created new television and print campaigns Pitched new ideas weekly to the senior team for campaigns Developed mentor-relationships with talented professionals Designed for brands such as Burger King and Suave</p> <p>J. Walter Thompson San Juan, PR <i>Creative Intern</i> June 2014 - August 2014 Created logos and print ads for clients Developed strategic and data-driven interactive ad campaign Worked alongside senior Art Directors and pitched to client Designed for brands such as PR Tourism, Triple S and Banco Popular</p>
EDUCATION	
<p>GRAPHIC DESIGN <i>Syracuse University</i> 2012-2016</p> <p>ART DIRECTOR <i>Miami Ad School</i> 2016-2018</p>	
SKILLS	
<p><i>Photoshop</i></p> <p><i>Illustrator</i></p> <p><i>InDesign</i></p> <p><i>After Effects</i></p> <p><i>PremierPro</i></p> <p><i>Lightroom</i></p> <p><i>Adobe XD</i></p> <p><i>Sketch</i></p> <p><i>InVision</i></p> <p><i>Microsoft Office</i></p>	