

Dane Gonzalez

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559-707-4804

Work Experience

Bellaterra Home

Web Content Specialist

Took product photography & uploaded products to retailers for Bellaterra Home, a supplier of bathroom vanities. Managed the quality and accuracy of product information on the Bellaterra Home website. Headed all design projects from materials for national tradeshow, to a current comprehensive website redesign.

Duration: November 2017 – Present

SnapchatFilterDesign.com

Freelance Designer and Instructor

Freelance designer of Snapchat geofilters for personal and business event marketing. My geofilters have produced 100,000+ views, and thousands of impressions and conversions for my clients. Designed curriculum around teaching other designers how to become an effective geofilter designer. My work has led me to being featured in the LA Times, The Ringer, Seattle Times, and the Hanford Sentinel.

Duration: April 2015 – Present

CSU Sacramento, College of Continuing Education – Conference & Training Services

Student Assistant Graphic Designer

Designed campaigns and materials to lead prospective attendees to register for events and conferences. Aimed to also create an enjoyable & seamless learning environment. I worked closely with the team of designers & planners, while also collaborating directly with the organization's clients & printers to ensure the event materials accurately communicated the clients' goals.

Duration: April 2015 – August 2017

CSU Summer Arts

Guest Artist/Teacher Assistant

Assisted in facilitating a 2-week intensive graphic novel course at CSU Summer Arts 2017 at CSU Fresno. I critiqued & advised the students on the design & typography of their graphic novels, along with helped troubleshoot issues in the computer lab and Adobe Creative Cloud programs. Helped students prepare their files for print, and I was responsible for outputting all 21 of the students' work on large format photo prints for the class gallery exhibition.

Duration: July 2017 – July 2017

The Wendy's Company

Crew Member

Ensured the quality of a variety of cold and hot foods in the kitchen. Needed to be prepared to anticipate common rush periods, while also being able to adjust production during slow periods. The ability to adapt quickly in order to meet demands was expected.

Duration: November 2012 – April 2014

Education

California State University, Sacramento

Bachelor of Science, Graphic Design

Graduated: May 2017

Coursework included gestalt principles, color theory, typography, semiotics, photography, type design, print production, UI design, animation, and brand strategy.

West Hills Community College, Lemoore

Associate of Arts, Liberal Arts & Humanities

Graduated: December 2013

Coursework included general education studies, cultural studies, academic writing, art history, and drawing.

Hanford West High School

High School Diploma

Graduated: May 2012

Coursework included general education, advanced placement courses, and web design competitions. Won the SkillsUSA 2012 CA Region 2 Gold Medal & 2012 CA State Championships Silver Medal for Web Design.

Additional Information

GRIDS Graphic Design Club - Workshop Host

Led workshops and lectures on hand lettering, social media marketing, and project management to junior and senior graphic design students.

SPLAAT Art Club - Event Marketing Director

Led the marketing effort to promote the SPLAAT Annual Art show at West Hills Community College. I designed and executed the print and social media campaign for promoting the art show.

2012 SkillsUSA California State Championships Web Design - Silver Medalist

This vocational, high-school competition included an interview, written test, and timed website design. Out of the 19 teams that were judged, my partner and I placed 2nd in the state championships.

Proficient In

- Adobe Creative Cloud Suite
- Microsoft Office

References Upon Request