



Clara Gonzalez
graphic designer

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claritagonz.com

Challenging the perspectives of today's design with innovative narratives, empathetic communications and practicality.

EDUCATION

University of Houston
Bachelor of Fine Arts in Graphic Design, 2020

Lone Star College System
Associates of Arts, 2014

WORK EXPERIENCE

Leivant Estudio Leon, GTO, 2019–Present
Social Media Designer
Design advertisement posts on multiple social media platforms for various Mexican fashion companies

Freelance, 2017–Present
Graphic Designer / Illustrator
Brand identity and merchandise design and social media platform management

Primary Arms LLC, 2017–2019
Graphic Designer / Email Marketing
Created brand identities for four divisions within the company, managed graphics for website, email marketing strategist

Fred Loya Insurance, 2014–2017
Customer Service / Claims Associate
Provided customers with multiple vehicle insurance options, assisted customers with claim status

Hobby Lobby, 2012–2014
Customer Service
Assisted customer in identifying specific products, created wall layouts for new product aisles

Michaels Arts and Crafts, 2011–2012
Customer Service / Replenishment
Cashier, replenished product when needed

AFFILIATIONS

UHGAP, University of Houston Graphic Alumni Partnership, Class of '20
Representative, member

AIGA, The Professional Association for Design, member

SKILLS

Design
Print, identity system, typography, UX/UI design, environmental graphics, layout design, motion and illustration

Technical
Experienced in Illustrator, InDesign, Photoshop, After Effects, Microsoft Office Suite and Adobe XD
Proficient in HTML5/CSS

Other
Letterpress printing, gouache painting, laser cutting, relief printmaking and photography

Fluent in Spanish

EXHIBITIONS/AWARDS

UHGD20 Website
uhgd20.com, 2020

Laura Eliska Swails Fine Arts Scholarship, 2019

ICDE Motion Graphic Silver Medalist
www.icde.co, 2019

Bring Your Own Beamer - Haiku Animation
The Menil Collection, 2019

Annual Art Exhibit
Blaffer Art Museum, 2019

FLUX UHGD19 Senior Exhibit
Ecclesia, 2019

Burtonesque: Annual Tim Burton Tribute
The Hardy & Nancy Studios, 2017

Under Pressure - Printmaking Show
University of Houston Third Space, 2016

Lonestar College Fine Arts Scholarship, 2012

References + Portfolio available upon request