

Leo Gonzalez

Art Director & UX/UI Design

Helping launch new brands & products with a focus on **user experience**.

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Work Experience

rmdy / Art Director

FEB 2019 – PRESENT, PHILADELPHIA

Health & Wellness brand backed by doctors, researchers, & medical professors. I've developed the brand/identity direction for the brand and leading all design of creative assets (website, packaging, product design, social media, & strategy). UX strategy & design for website launch.

Caraway Home / UX/UI Designer

OCT 2019 – FEB 2020, NEW YORK CITY

Caraway is on a mission to craft well-designed, non-toxic ceramic cookware that thoughtfully raises the standards of what you cook with. Worked with Caraway to deliver new web designs and optimize their site UX/UI. Also designed a line of packaging to help support the launch of a new product line which included, iconography and manual design.

Mohawk Group / Art Director & UX/UI Designer

JUN 2015 – FEB 2019, NEW YORK CITY

Mohawk Group is a Google backed venture developing Almee™, a next generation E-Commerce SAAS platform that powers growth for our partners and our own consumer product brands. As an Art Director at Mohawk, I developed brand strategy & design for all in-house brands to support our AI technology. I was also lead of SaaS client design projects and was able to work with large brands such as Puma, VitaCoco, Bebe, Chomps, Colgate, and many more.

Education

SUNY New Paltz / BFA Graphic Design

JUN 2011 – AUG 2015, NEW PALTZ

Board member of design society & lead UX/UI designer for Student Art Alliance. Also a Resident Assistant & Social Media Ambassador. Helped strategize social campaigns & launch student board site.

Awards

AIGA: NY State of Design Web Design Winner

JUNE 2015, NEW YORK

1st place in web design at the AIGA: NY State of Design competition. The NY State of Design org. strives to highlight the connection between business and design.

Skills

Design: Wireframes & design with Figma, Adobe XD, Illustrator, & Sketch. Motion design with After Effects & Premiere Pro. Photography with Photoshop, Lightroom, & VSCO. Userflows, Concept Sketch, & Style guides.

Prototyping: Rapid prototyping with Invision & Axure. Website development with Webflow & Visual Studio Code.
