

Daniela Gonzalez

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Education

2021-2024

California State University of Long Beach

Bachelor of Fine Arts in Graphic Design

Dean's List 2021-2024

4.0 GPA

June 2022

Hanyang University, South Korea

International Summer Abroad Program

June 2024

Hamburg University (HAW), Germany

International Summer Abroad Program

Skills

Technical: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, typography, layout, Procreate, branding, print production

Soft: Creative problem-solving, communication, time management, adaptability, collaboration

Languages

English (fluent) & Spanish (fluent)

Work Experience

2025-2026

Junior Designer

Seriously Good Studio

Designed website layouts for various clients and supported email campaign development, alongside creating digital and select print materials. Also developed case studies and social media content for the studio, helping translate project work into cohesive visual narratives.

2023-Present

Freelance Graphic Design

Various Clients

Worked closely with a range of clients on projects from concept development through to final delivery, ensuring clear communication and meeting deadlines. Designed film posters, logos and branding for small businesses, and layout designs. Maintained flexibility and adaptability to meet a variety of creative goals and client expectations.

June 2023-December 2024

Graphic Designer & Print Shop Assistant

Campus Printing and Design (CPAD) at Beach Shops

Serve as the in-house graphic designer, creating a wide range of materials including marketing collateral, editorial layouts, branding, and website designs. Oversee the full production process, from design to print, ensuring files are properly prepared and formatted for high-quality output. Operate industrial printers and finishing equipment, gaining expertise in paper selection, print production, and finishing techniques. Advise clients on design and print solutions, building strong communication and problem-solving skills through collaborative projects.

Industry-Class Sponsored Projects

Fall 2023 (Aug-Dec)

Stranger & Stranger

Collaborated with Stranger & Stranger to create two premium spirits bottle designs, developing a unique concept and visual story for each. Focused on craftsmanship and detail to meet the firm's high standards for luxury packaging.

Spring 2024 (Jan-May)

EdenSpiekermann

Partnered with Edenspiekermann on a UX/UI project aimed at improving the international parcel shipping experience. Led research, customer journey mapping, and app design to deliver user-friendly, tech-driven solutions.

Spring 2024 (Aug-Dec)

Designory x BIC

Collaborated with Designory and BIC to create branded content for Instagram, TikTok, and YouTube Shorts. Developed platform-specific strategies to align with BIC's branding and maximize engagement through trend-driven content.

May-July 2024

Mutabor x BMW Motorrad

Worked with HAW Hamburg students and Mutabor on an international campaign for the BMW CE 02 launch. Created innovative concepts to communicate the product's purpose with a fresh and compelling visual approach.