

# ANA PAULA GONZALEZ

GRAPHIC DESIGNER

## CONTACT

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- 📍 Austin, TX
- 🌐 [www.AnaPau.la](http://www.AnaPau.la)

## CORE SKILLS

- Book Cover & Graphic Design
- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Typography & Layout Design
- Digital Illustration (Procreate)
- Brand Identity & Logo Design
- Cross-Functional Collaboration
- Visual Campaign Strategy
- Print & Digital Production

## TECH SKILLS

- Procreate (Digital Illustration)
- Canva, WordPress
- Google Ads, Analytics
- Asana, Slack

## PORTFOLIO

- [www.anapau.la](http://www.anapau.la)
- featuring branding, illustration, and campaign design work, with an emphasis on storytelling through visuals.

## EDUCATION

2015 - 2019

THE UNIVERSITY OF TEXAS  
AT AUSTIN

- Bachelor of Science in Advertising
- Studio Art Minor
- Business Foundations Certificate

## SUMMARY

Creative and data-savvy Graphic Designer with a strong foundation in advertising, branding, and digital media. Experienced in designing visual narratives across genres and media, with standout work in public media and political campaigns. Skilled in Adobe Creative Suite and illustration tools with a passion for speculative fiction. Proven ability to collaborate cross-functionally, translate complex ideas into compelling visuals, and design with both aesthetics and marketing impact in mind.

## WORK EXPERIENCE

**Graphic Designer** 2019 - 2025  
Freelance

- Designed branding and logo for a Texas gubernatorial campaign (2022), combining narrative symbolism with a strong visual identity.
- Created the 2020 KUT/X membership rewards emblem—used on t-shirts and tote bags—with over 6,000 items sold, making it the station's best-selling design.
- Delivered bespoke illustrations and layouts for merchandise, digital media, and fundraising campaigns.

**Account Coordinator** Oct 2023 - Oct 2024  
Barkley OKRP

- Managed client relationships and strategic paid search campaigns, increasing revenue by \$1M+ and driving a 50% expansion in business opportunities.
- Developed and executed cross-channel campaigns across Google Ads, Bing Ads, and programmatic platforms, optimizing ROAS and client KPIs.
- Conducted competitive analysis and A/B testing, leading to a 45% increase in conversions and enhanced campaign performance.
- Provided strategic insights and recommendations to clients, aligning marketing strategies with business objectives.

**Digital Marketing Specialist** Apr 2022 - Oct 2023  
Adlucent

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Managed a \$200K+ portfolio of client investments, ensuring data-backed decision-making and strategic campaign execution.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.