

KRISEL GONZÁLEZ SANTACRUZ

Digital Graphic Design Engineer

EXPERIENCE

March 2015 – Present

Freelance Graphic Designer based in San Diego, CA. / Tijuana, B.C.

Throughout this time I have been focused on learning to let go of perfectionism by experimenting and breaking out of my own methodology.

Aug 2013 – Dec 2014

JWT Mexico City: Jr. Art Director.

During my time there, I developed technical skills pertaining to digital, and ATL/BTL advertising. Equally, important, I learned to properly present ideas, work effectively under pressure and tight deadlines, supervise production, and team work.

Jan 2012 – Sept 2012

Big Mustache, Tijuana, B.C:

Jr. Graphic Designer.

Big Mustache was a small branding studio. Because of it's size I was able to experience fist hand every part of the creative and production process.

At this agency I acquired a methodical and meticulous approach to design that served as a solid structure in my career.

EDUCATION

Oct 20th – 23rd, 2014

MUAC / UNAM, MX City:

"Designing Urban Icons" workshop.

I was selected among a hundred designers to participate in "Designing Urban Icons," a three day workshop imparted by Lance Wyman.

Jun 2011 – Jun 2013

City University of Seattle, WA. USA:

Bachelor of Arts in Management.

I attained this diploma through online courses and intensive summer face-to-face classes. Part of the school's curriculum required a summer abroad in Prague; as a result from this experience I gained a broader and global perspective.

Aug 2009 – Jun 2013

Centro de Enseñanza Técnica y

Superior (CETYS), Tijuana, B.C. MX:

Bachelor in Digital Graphic Design Engineering.

Although my college degree is a combination of graphic design and coding, branding has become my primary interest.

CONTACT

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Behance

Behance.net/Kriselgs

Linkedin

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-57a04857*

SKILLS

*Branding
+Brand Strategy
Art Direction
Project Management*

SOFTWARES

Illustrator **|||||**
Photoshop **||||**
After Effects **|||**
3D Maya **|||**

LANGUAGES

Spanish **|||||**
English **||||**
Portuguese **|||**

CITIZENSHIP

*Mexican
American*