

PROFESSIONAL PROFILE

Performance-driven professional. Focused on coordinating and completing marketing and advertising projects. Capable of conceptualizing ideas that bring to life the organization's brand message. Recognized and rewarded for strong, persuasive, and contagious interpersonal skills and praised for commitment to corporate social responsibility. Possess understanding of non-traditional work hours and willingness to get the job done.

HIGHLIGHTS

- User Interface Designer with focus on optimal efficiency, simplicity, and functionality.
- Develop prototypes and UI deliverables, such as wireframes, flowcharts, screen mock-ups, and interface design specifications.
- Adept at all phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation.
- Expertise in commercial, aerial, architectural, and artistic photography.
- Experience in development of advertising copy and graphic design.
- Proficient in InDesign, Illustrator, and Photoshop for Mac and PC
- Native Spanish; excellent oral, grammar, and writing skills.

PROFESSIONAL EXPERIENCE

Sr. UI Designer

2014 - Present

Tu Familia, Inc. (Mobile apps development company) Dallas, TX.

- Conceptualize and design UI/UX for mobile apps (Tu Fono and Tu Vida).
- Work with production team to implement UI and create enhancements to optimize user experience.
- Create interactive prototypes and UI specifications, including screen layouts, color palettes, typography, and user-interface elements.
- Creative direction and design for corporate website, landing pages and emails.
- Design graphics for printed and digital pieces; Copywrite and proofread bilingual advertising that is culturally relevant for each country; Set up press and web-ready files.
- Build marketing decks for current and potential investors.
- Reduce cost of digital assets by approximately 1,000% by using international vendors.
- Manage social media accounts and website content. Create messaging calendar, daily postings and user interactions relevant to each country's culture. Pixel tracking.
- Analyze cost per acquisition. Implement integrated communication campaigns. Coordinate and execute e-mail and SMS campaigns for Mexico and USA, manage vendors and media relations.

Creative Director

2004 - Present

Metropoli Creative (Personal graphic design studio) Guatemala / Dallas, TX.

- Over 10 years of experience in brand design for marketing communications within Hispanic markets in over 10 countries.
- Develop branding and visual identity for: Tritech Overseas (United States, Mexico, Guatemala, Panama, Ecuador, Colombia, Costa Rica, Honduras, Nicaragua, and El Salvador), Guatemala's International Airport, Guatemala's Construction Chamber, PreCon Group, LubriSolutions (Houston, TX), Andaequipos, Santa Teresita Spa & Hotel, etc.
- Conceptualize and design UI/UX for websites, landing pages, and emails.
- Create successful advertising campaigns and integrated communication plans for numerous brands: PreCon Group, Lubrisolutions (Houston, TX), Bollé Eyewear, Serengeti Eyewear, Tasco, Bushnell, Zippo, Santa Teresita Spa & Hotel, among others.
- Strategic media planning to optimize budget spending of advertising campaigns.
- Plan, design, and coordinate brand presence in annual trade shows.
- Over 10 years of experience in copywriting.

Contact

- Available Upon Request
- juan@gonzalezcampo.com
- Available Upon Request
- Available Upon Request
- Available Upon Request

Technical Skills

Graphic Design	●●●●●
UI	●●●●○
UX	●●●●○
Photography	●●●●○
Video Editing	●●●●○
Content Mgmt (Joomla!)	●●●●○
Adobe CS6	●●●●○
Invisionapp	●●●●●
Microsoft Office	●●●●●

Professional Skills

Bilingual/Bicultural	●●●●●
Graphic Design	●●●●●
Branding/Identity	●●●●●
User Interface Design	●●●●●
Prototyping	●●●●●
Wireframe Design	●●●●●
Social Media	●●●●●
Creativity	●●●●●
Marketing Strategy	●●●●●

Referrals

Available Upon Request

Marketing Manager**2004 - 2012**

PreCon Group (Construction Corporation) Guatemala

- Pioneered and managed an in-house advertising and graphic design studio.
- Acquired over 4 years of experience directing, training, and guiding copywriters and graphic designers, familiarizing them with different lines of merchandise, legal formats, policies, government regulations, and company stylistic requirements. Coached designers to tailor layout and artwork as needed.
- Launched brands and created complete graphic identity programs for LubriSolutions (Houston, TX), Trittech (Panama, Ecuador, and Colombia), BloCon, GeoCon, PaviCreto.
- Conceptualize and designed UI/UX for websites, landing pages, and emails.
- Executed aerial and architectural photography of projects.

Manager**2003 - 2004**

Solofut S.A. (Soccer complex) Guatemala

Sales Account Executive**1999 - 2003**

Trittech Overseas (Distributor of Castrol Industrial) Guatemala

EDUCATION

Bachelor of Science in Marketing and Advertising**Graduation: 2006**

Concentration: Business and Economics

Mesoamericana University, Guatemala

College of Communication

Advertising Certification**Graduation: 2004**

Guatemala's Advertising Agencies Council, Guatemala