

# Zach Gomez

## Graphic Designer

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San Francisco, California

[www.zachgmz.com](http://www.zachgmz.com)

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### Skills

Adobe Creative Suite | Google Workspace | Figma | Sketch | Maya  
Graphic Design | Illustration | Animation | Motion Graphics |  
Video Editing | Package Design | Web Design

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### Experience

#### **Betabrand / Graphic Designer**

APRIL 2021 - PRESENT

- Work directly with art/creative directors in redesigning the homepage and implementing new brand standards across all creative assets.
- Design a variety of digital assets (emails, social, website and paid marketing assets) to use in marketing campaigns.
- Create print ready files for use in packaging and marketing materials.
- Curate and retouch photography for PDP pages
- Create motion graphics/animation to be used for the daily live show.

#### **Minted / Brand Designer**

MAY 2019 - MARCH 2021

- Design a variety of high level emails and landing pages (including greeting cards, framed art and more).
- Create signage, shippers and displays for use in brick and mortar stores.
- Edit and retouch photography for use in print and digital.
- Design lookbooks and create print ready files.
- Edit videos and create animations to be used in digital assets.
- Create packaging for a variety of products.

#### **Wistone Entertainment / Production Artist**

MAY 2017 - JANUARY 2021

- Design and animate promotional videos for social media, using a combination of game footage and motion graphics.
- Illustrate banner and thumbnail images for games to use on app stores.
- Create high volumes of marketing/promotional images while maintaining a high standard of quality.
- Ensuring all production deadlines are met relating to the seasonal promotional calendar

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### Education

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**The Art Institute of California-San Francisco /Bachelor of Science**  
MEDIA ARTS AND ANIMATION