



Contact

Larry Gonzalez
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Skills/Software

Figma
Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Social Media
Broadcast
Digital
Print Production
Photography

Education

**Bachelors of Science,
Adverting
Art Institute of CA,
Orange County
2008 to 2011**

- Dean's List
- Presidents List
- AIGA OC Member

Experience

**Sr. Art Director/Sr. Brand Designer - Affirm
San Francisco, CA (Remote) | Jun. 2021 to current**

- Worked with the Brand team on a rebrand and refresh as a key designer in creating various brand elements and assets across multiple channels
- Handled major partnership campaigns as lead Designer with Amazon on critical shopping events (Prime Day and Holiday) that created significant Brand Awareness for the company and exceeded all benchmarks
- Shaped the visual identity of Affirm on our partner platforms across multiple mediums with illustration, photography, digital media, app, web design, print, and presentations
- Successfully created strong and trusting relationships with key partners across departments to ensure confidence in our merchants over multiple campaigns
- Created new processes and organizational structure within the Creative team

**Sr. Art Director - Marcus & Millichap
Calabasas, CA | Sept. 2018 - May 2021**

- Managed and coordinated a team of Designers and Copywriters on different branding materials across digital and print, including a rebrand
- Established trusting relationships with different vendors and departments executives
- Aligned creative functions and developed process' within a growing fast-paced environment

**Art Director, RPA
Santa Monica, CA | Sept. 2015 to Sept. 2018**

- Accounts:** Farmers Insurance, LA Clippers, Tempur+Sealy, ampm, Dole, ARCO, Honda
- Concept different forms of creative media across multiple platforms: Broadcast, Digital, Social that successfully pushed brand identity.
 - Managed the creative team with development, design, and production of brand extending content that is both relative and notable for social
 - Implemented groundbreaking forms of digital content in the social space

**Art Director, Digital - Initiative
Los Angeles, CA | Nov. 2013 - Sept. 2015**

- Accounts:** Kia Motors America, The Art Institutes
- Established social KPIs and successfully grew Kia Motor America's social presence; Monitored trajectory of campaigns and determined best practices for high engagement and follower growth
 - Initiated social strategies and activations for real-time interaction during live events, including the Super Bowl, The Voice, and the MTV VMAs
 - Operated creative direction for campaigns as lead creative

**Designer - FCB
Irvine, CA | Apr 2012 to Oct 2013**

- Accounts:** Taco Bell, Smokey the Bear
- Successfully launched the largest campaign of 2013 as lead creative
 - Conceptualized and executed eye-catching creative designs across traditional print and digital platforms for Taco Bell product and major partnership campaigns
 - Supervised and produced photoshoots

**Jr. Art Director - HEILBrice
Irvine, CA | May 2011 to Apr. 2012**

- Accounts:** LA Clippers, Cirque du Soleil, A&P, Los Angeles Tourism & Convention Board