

Tiz Gonzalez

Front-End Developer & Designer

Work Experience

Visual Designer | Gavvy

Austin, Texas | June 2024 - Present

- Developed a comprehensive brand guide to establish a cohesive visual identity.
- Designed a distinctive logo, curated a unique color palette, and selected a typeface to reinforce brand consistency.
- Led the website redesign to enhance user experience and align with the company's vision.
- Collaborated closely with stakeholders to ensure brand messaging aligned with the company's mission and audience.

Visual/Web Designer | Freelance

Austin, Texas | December 2020 - Present

- Designed and developed fully responsive websites from concept to launch.
- Maintained and updated websites to align with modern design trends and enhance functionality.
- Designed high-fidelity mock-ups and wire-frames to improve client collaboration.

Web Designer | Dept. Of State and Health Human Services

Austin, Texas | September 2020 - November 2020

- Designed visually compelling marketing campaigns for various state programs.
- Managed and collaborated with a team of designers to develop engaging digital and print materials.

Web Designer | Texas Commission on Fire Protection

Austin, Texas | August 2018 - April 2020

- Designed, developed, and maintained websites.
- Created wire-frames and mock-ups to enhance user experience.
- Checked accessibility issues to meet WCAG standards.
- Produced in-house photography and video content for promotional initiatives.

Graphic Design Assistant, Round Rock Express

Round Rock, Texas | March 2018 - August 2018

- Assisted in the creation and design of various digital and print marketing materials, such as social media graphics and advertisements.
- Provided creative feedback during team marketing meetings.
- Implemented a visual brand across multiple platforms and uses.

Graphic Design Intern, Latinitas

Austin, Texas | January 2015 - September 2018

- Designed event materials for print, social media and advertisements.
- Designed and implemented Latinitas' e-commerce website.
- Redesigned the event website and implemented their visual brand.

Austin, TX | tizgonzalez.com

Hola!

I'm a versatile and passionate designer with a strong focus on creating compelling branding, engaging illustrations and cutting-edge web design and development. Throughout my professional journey, I have embraced diverse roles that have contributed to shaping me into a unique skilled creative professional.

Skills

UI/UX

Figma
Adobe Creative Cloud
Google Suite
Canva

Web Development

HTML
CSS
JavaScript
PHP
Wordpress
Wix
Squarespace
React.JS
Github

Creative Strategy

Concept Development
High/Low Fidelity Mock-ups
Branding

Essentials

Problem-Solving
Collaboration
Time-Management

Education

Austin Community College

Associate of Applied Science, 2025

Visual Design

Texas State University

Bachelor of Science, 2014

Fashion Merchandising

