

GABRIEL SORONDO

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SUMMARY

Versatile Graphic Designer with an Illustration bent with talent for developing unique custom artwork. Well-versed in generating innovative ideas and concepts around storytelling, and branding imagery. Collaborates with marketing, independent clientele, and management teams to identify mockups and uses feedback to develop final drafts in a variety of styles depending on the projects target/needs.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Keynote
- Microsoft Powerpoint
- Microsoft Word
- Sketching
- Bilingual: English/Spanish
- Digital illustration
- Idea Development and Brainstorming
- Subject Research
- Logo Creation
- Digital Graphics
- Design Mockups

EXPERIENCE

Toy Designer/Graphic Designer

Premium Toys | Dec 2012 Mar 2022

- Leveraged proficiency in Adobe InDesign, Photoshop, Illustrator, Premier Pro, and InDesign for promotional and retail items to create logos, catalog design, package design, showroom material, control drawings, digital presentations, character illustrations, storyboards, voice-overs, video editing, style guide assets, showroom invitations, catalogs, posters, packaging, video content, and POP material.
- Worked closely with staff in China to ensure quality and brand accuracy with each products development to meet multiple deadlines.
- Collaborated on licensed property development projects with licensors such as: Universal Studios, Disney Chile. EONE Ent., Dreamworks, Nickelodeon, Cartoon Network, and Hasbro.
- Management of the LAS (Licensing Approval Sites) to go through the necessary steps for each licensors unique project approval process.
- Consulted with clients to define design requirements and manage product development projects.
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.
- Maintained company websites updated with new products and corporate announcements as necessary.

Illustrator/Graphic Designer

Self-employed | Miami, FL. | Dec 2012-Current

- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design children's book illustration, t-shirt design, logo design, brochure design, flyer design, business card design, photo editing, web-ready images, album cover design, and traditional portraiture.
- Worked with customers to present mockups and collect information for adjustments. Consulted with clients to define design requirements and manage product development projects.
- Submitted design ideas to plan projects with customers and managers.
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.

Creative Director/Graphic Designer

Soro 3 Apparel Inc | Dec 2018-Dec 2020

- Created several t-shirts, hats, and facemask designs around various themes to fit each collection's consistent aesthetic of art and positivity.
- Generated digital image files for use in digital and traditional printing.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design logos, web graphics, social media content, event signage, and other promotional materials.
- Maintained company websites updating with new products and corporate announcements as necessary.
- Fostered relationships with retail clients through effective communication, negotiation and collaboration.

Assistant Sign Designer

Charlie Signs Miami, FL | Jun 2009-Aug 2022

- Assisted in construction and design of channel letter, neon, and vinyl signage for retail and commercial business storefronts.
- Operated a multitude of onsite tools and machinery including but not limited to: Electric drills, saws, and a bucket truck to assist in high-altitude work sites.
- Assisted in the installation of signage into concrete and stand alone structures.
- Provided vector art whenever needed for c&c router printing of large format vinyl designs.

EDUCATION AND TRAINING

Bachelor of Arts: Illustration Ringling College of Art + Design | Miami, FL | May 2013

Associate of Arts: Graphic Communication Miami-Dade College | Miami, FL | Jan 2010

LANGUAGES English/Spanish

WEBSITES, PORTFOLIOS, PROFILES

www.behance.net/gabrielsorondo

www.gabrielsorondo.com

www.linkedin.com/gsorondoart