



Gabriel Sorondo

Contact

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Education

2011 - 2013 **Bachelor's** degree in Illustration from Ringling College of Art + Design
2006 - 2010 **Associates of Arts** degree in Graphic Communication from Miami-Dade College

Experience

2013 - present **Toy Designer/Graphic Facilitator**
Provide graphic material for promotional toys as well as retail items such as logo design, catalog design, package design, promotional showroom material, control drawings, digital presentations, character illustrations, storyboards, voice-overs, video editing, and styleguide elements.

This role also requires working closely with staff in China to ensure quality and accuracy with each product 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. In addition, management of the LAS (Licensing Approval Sites) is also a requirement in order to go through the necessary steps for each licensor's unique project's approval process.

2019- present **Soro 3 Apparel Inc.**
Created several t-shirts, hats, and facemask designs around various themes to fit each collection's consistent aesthetic of art and positivity.

Attended events to sell and promote the business as well as perform some live painting to attract crowds.

2013- present **Freelance Illustration**
Work with clients to provide design services such as: 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.

2014 **Artopia**, Miami, FL.

2013 **Unestablished** gallery show, Miami, FL.

2012 **The Sketchbook: A Close-Up**, Sarasota, FL.
Bacchus Food, Wine & Art Event, Auction.
Scapes, Made-by gallery, a landscape themed show in Sarasota, FL.
Twisted Terror mural, collaborated in a group of 3 and painted a 50+ foot long mural for a seasonal attraction in Bradenton, FL.
9th Avenue Mural Project, collaborated with 7 artists and the city of Bradenton to design and paint a 2200sq. ft. mural in Bradenton, FL.

2011 **Faces of Deck** show at The Bricks, Tampa, FL.

2010 **Best of Ringling** Illustration show, Sarasota, FL.

2009 **The Latin Jazz Festival** 'Spirit of Cachao' mural, a collaboration with another artist to paint a 20ftx10ft mural, Miami, FL.

Skills

Logo design, digital (raster and vector) illustration, handling of traditional media such as: charcoal, graphite, acrylic paint, oil paint, pen and ink, oil sticks, and watercolor.

Software

Adobe Photoshop, Illustrator, Premiere Pro, InDesign, Keynote, Power Point, Word.