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Daniel Gonzalez-Franco Edinburg, TX • <u>LinkedIn</u> • (956) 354-4868 • <u>Dangofra7@outlook.com</u>

EDUCATION

The University of Texas Rio Grande Valley Bachelor of Fine Arts, Graphic Design

Cumulative GPA: 3.5 Core GPA: 4.0 Edinburg, TX Expected July 2023

ACCOLADES

- International Bank of Commerce Scholarship Recipient 2019
- UTRGV President's List Academic Achievement Award 2021-2022
- UTRGV Profiles in Excellence Academic Achievement Award 2022
- Wilcox Art Scholarship Recipient 2021-2023
- 2x American Advertising Federation Award 2023
- Texas Intercollegiate Press Association Award 2023
- Nomination for UTRGV Student Leader of the Year Award 2023

PROFESSIONAL EXPERIENCE

Edinburg, TX

- Pulse Magazine Editor-in-ChiefJuly 2022 May 2023
- Oversaw management of writers, editors and designers in the production of annual student-run magazine
- Held regular meetings with staff from both campuses to discuss deadlines and facilitate communication
- Mentored staff members and interns in journalistic-style writing and Associated Press Style

The University of Texas Rio Grande Valley

The University of Texas Rio Grande Valley

Edinburg, TX

- Pulse Magazine Graphic Designer & Social Media/Online EditorJuly 2021 May 2022
- Developed with the graphics editor the overall magazine design, covers, creation of graphics, and layouts
- Responsible for the magazine's overall online and social media presence
- Analyzed data and increased average engagement by 5x, 3x shares on social media, and helped gain over 600 followers in a span of 6 months
- Professionally hosted events and opportunities for the Rio Grande Valley metroplex to interact with Pulse Magazine

The University of Texas Rio Grande ValleyEdinburg, TXParking and Transportation Customer Service AssistantNov 2020 – June 2021

- Provided excellent customer service to students, staff, and visitors regarding parking and transportation inquiries on campus
- Answered phone lines, communicated with conductors through radio system and monitored social media
- Organized and maintained confidential files, records, and statistical reports

ADDITIONAL

Technical Expertise: Proficient in Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Adobe XD, Animate, Dreamweaver) HTML/CSS; MS Office (Word, PowerPoint, and Excel); Canva

Languages: Fluent in Spanish and English; Conversational Proficiency in French

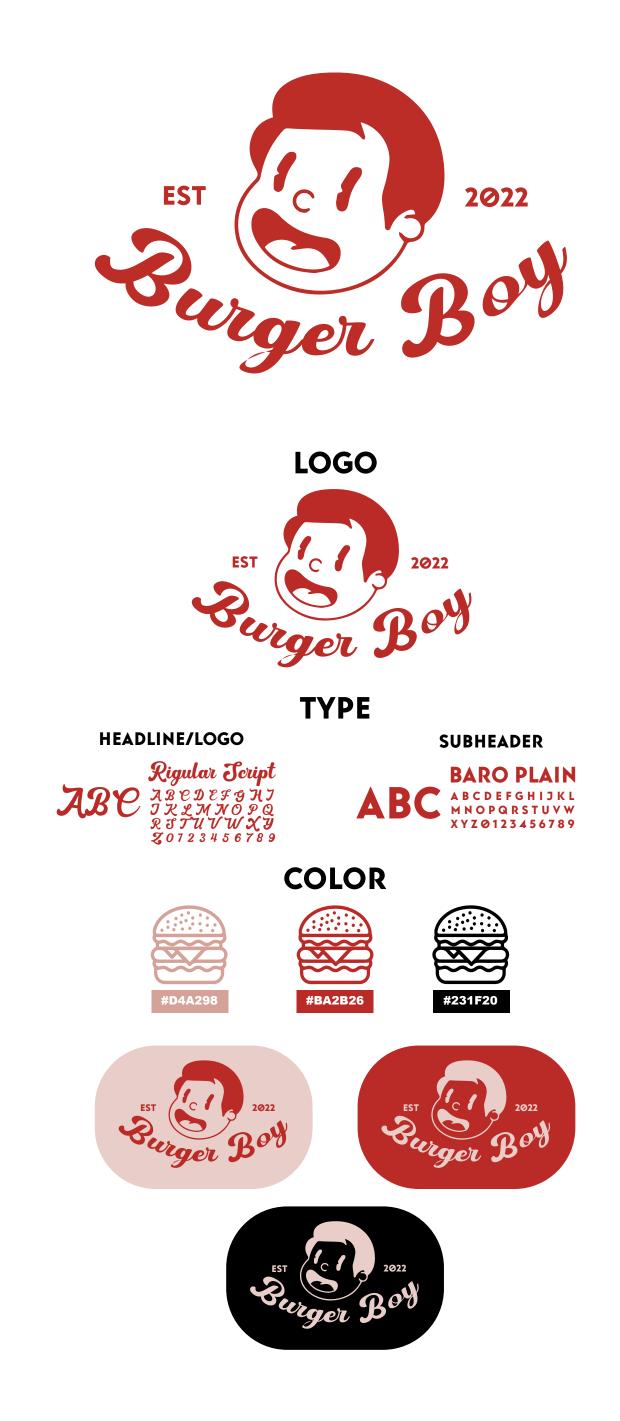
Skills: Customer Service Oriented, Experienced in Social Media Management, Organized, Creative, Punctual, Goal Oriented, Team Leader and Delegator

BUSINESS ELEMENTS





BRANDING CAMPAIGN



Burger Boy Branding Campaign Adobe Illustrator / Photoshop













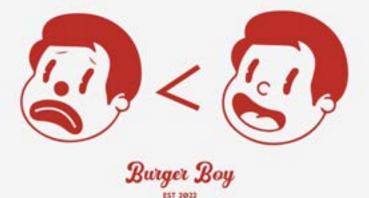


Burger Boy Social Media Campaign Adobe Illustrator / Photoshop





WHY EAT WITH A CLOWN? WHEN YOU CAN EAT WITH YOUR PATTY BUDDY.



WWW.BURGERBOY.COM



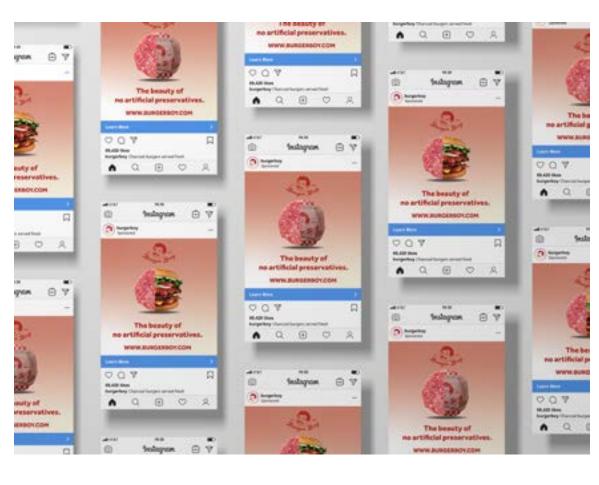
The beauty of no artificial preservatives.

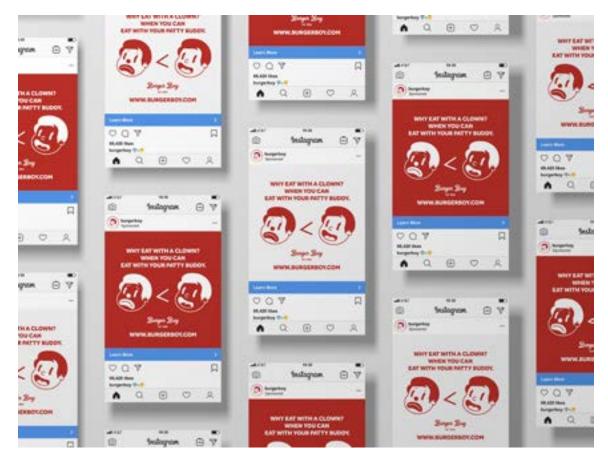
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The beauty of no artificial preservatives. WWW.BURGERBOY.COM

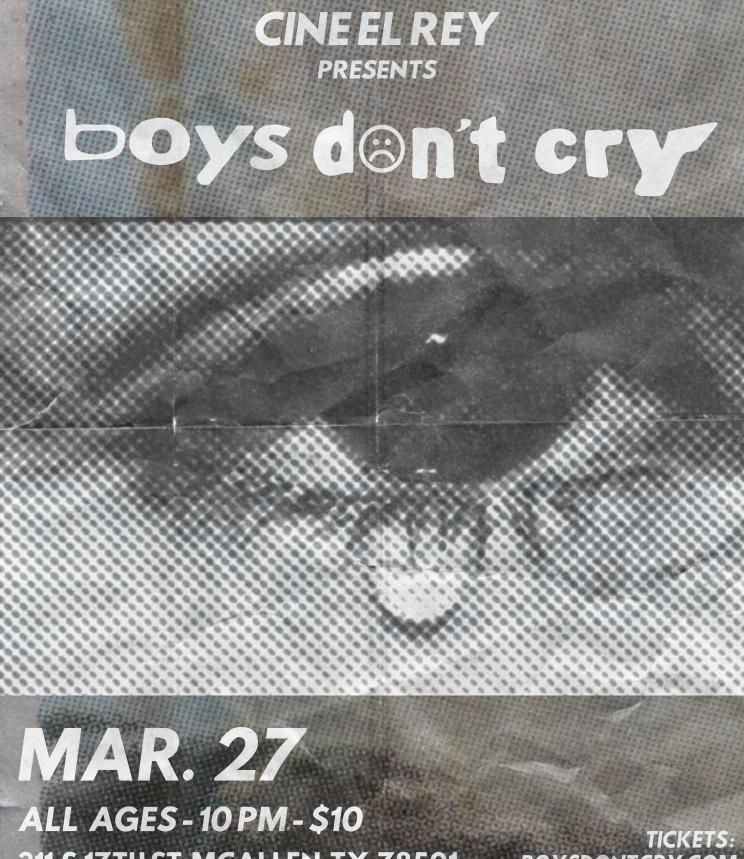






CAPSTONE PROJECT

boys don't cry



311 S 17TH ST, MCALLEN, TX 78501

TICKETS: BOYSDONTCRY.COM





EDITORIAL DESIGN



s exceptionally handsome. Wide, wild eyes, Large facial person. About half the time. I'm trying to get skinner.") He has thet skillty to look consiscingly different, by meaningful marroadd 1 think this is the right maael". degrees, in many different things. It's not just hair and weight. It's the wey he can lower or roise on internal dimense

his words are prodent. But his kaughter is freewheeling days ago.

A RELATIVELY LONG-TERM PLAN, AND ONE I MADE AFTER THE FIRST TWILIGHT. BUT

His corese to this point has been shoped by a combination of talent, desire, luck, attendant fame, and bold choices. The fame come quickly, with Twilight, the teen vompine saga that grossed billions of dollars and set Pottinson up for a particular kind of path. The choices-amaller movies with singular filmmakers-came as part of his masterfully features arranged where a sculpter might have put them in 16th century Italy. He is, unlike some actors, taller than people suppose. CA let of Botmon fans are like. He's tiny. everybody cruzy, trying to predict every single element that he's tiny! Ton not fucking tiny!" he verys. "Ton, like, a large could possibly hoppen. And then, at the end of it, just being marmaid! I think this is the right mevel

His reputational swarve away from blockbuster mov iemoking had taken such a firm hold in recent years that switch to diad the eyes and much along a spectrum form, like, American scutzbucket to French aristocrat. It permits him to work effectively as both a leading leat and a Q-minits scene stealer. "He's a chomelean," Matt Reeven, director ever returning from his act-house walkabout. But a little of The Batman, says. "Recently, Rob was tailing me that he never plays a sharacter with exactly his voice. The voice is deliberate a choice as turning away in the first place. Get into the bot cove, bank some gains, then charter a new voyage In London today, his natural accent is arisp and out into riskier film waters again. It was a plan.

The set, on the outskirts of Landon, manifested as a and he can't help but start things off by saying precisely. "bubble within a bubble," he says. "And the nature of the what he feels "I'm so fucking jet-lagged" He is under-shoot was so kind of insular, always shooting at night, just dressed: "If's cold! Fuck!" And he is feeling his age (35): really dark all the time, and I felt very much alone. Even just I can't do anything anymore?" The effect is something being in the suit all the time. You're not really allowed out of like: English art dealer after a weeklong fair in Hang the studio with the suit on, so I barely knew what was going Kong. He looks like he was maybe at his shiniest six on at all outside." They built him a little tent off to the side of the set where he could go to decompress. And mostly he would pass the time getting weird in the bot suit. "I'd be in the text just making ambient electronic music in the suit, " I USED TO THINK I HAD looking over the cowl. There's something about the construction of the cowl that makes it very difficult to read books, so you have to kind of almost lean forward to see out of the cawl He'd sold it a few times, and I had no idea what the hell he was talking about. The cowl?

"The mask thing. The bat mask. The coull" Hours, days, weeks, months, in the dark, in the suit, in the coul. "I kept calling it a mask. But I learned, no, no, if a the cowl."

Though they finished shooting The Botmon in April. TRYING TO MAKE A PLAN Pattimen seems to have still only just mentally emerged NOW...WELL, THERE ARE WOLVES EVERYWHERE." from the cove. He loughs manipolity when he recalls these solitory hours in the dark: "I mean. I was really, really, really dead afterward. I just looked at a phote of expect from April and I looked green.

March 2022 60.00M 20

At one point, as we enter a half-crowded restaurant together, his eyes zero in on a private cubby meant to accommodate a discrete party of divers. He's told that it's reserved for enother quest. You really want back in a cave, I say, and he laughs a augh of post-traumatic stress.

I ask him if he's projous at all about how this multipear endeavor will land. With the superform. With those who know what a cowl is. 'It all depends. If people like the movie, it's great. All of

it." But if not, I suggest, you're answering for people's anguish. You never really know until it happens." Since wrapping The Batman, Pattinson has made his

first definitive move behind the cornera, pleasantly concealed, having set up a production deal at Warner Bros. He says he's a 'terrible writer' but "molding stuff I find really, really, really satisfying." First up are a few projects he's been conceiving for a while, long enough at least that he's no langer right to star in hern, and instead "wants to find an unknown." He likes HBO Max, with whom he's working as part of the Worner Bros. deal.

because "they're not ofraid," he says. "I feel like they're so new and still trying to establish their identity. And there's space for it." Development work was under way while he was still filming The Batman: "I'd have my burst of energy in the mornings. I'd go do a workout, and I'd have about 15 minutes before I had to get into the suit. And so I'd Iterally be, like, for seven minutes on the tailet in the manning when i'd scramble out a stream-of-consciousness amail to the writers."

He describes the thrill of pitching shows like these, which, like acting, requires his own little personal journey to hell: "I seem to only be able to have ideas when there's an enormous amount of adrenalis. It's almost like my process of doing anything now. I have to really, really feel like I've hit rack bottom. Where right up until the moment I have to perform it's: Wow, I'm the most empty place of shit." He lought the bot-tent lough. "You have to feel the pain. And then suddenly it's like God gives you a little treat: Here's an idea you've never thought of before. Run with this."

It is his way of articulating his lesire to see something he's never seen before by sing something he's never seen before. It is his way of almost, to paraphrase Gondhi or Batman or omeone, being the change in movies and movie standom he wants to see in the world. Here is what ny version of a movie star can do-any takers? So ar, post-Batman, not really. "It's ironic that the two movies I thought were the most sure-thing movies you could do, the entire landscope of the industry sifts," he says. "I really thought that ofter Batman, Id be a lot more..." He trails off with genuine ismay. One can feel the heat carning all him from is desire to find a workable blueprint. "If you provide a movie which kind of

ides an entire culture with it," Pattinson says, "I think people really, really like that, and really ".Fi of brogen





The Metamorphosis of Robert Pattinson - GQ Magazine Inspired Spreads Adobe Illustrator / Photoshop





UTRGV Pulse Magazine 008 Promo Adobe Photoshop





UTRGV Pulse Magazine 007 & 008 Cover Designs Adobe Photoshop

ILLUSTRATIONS

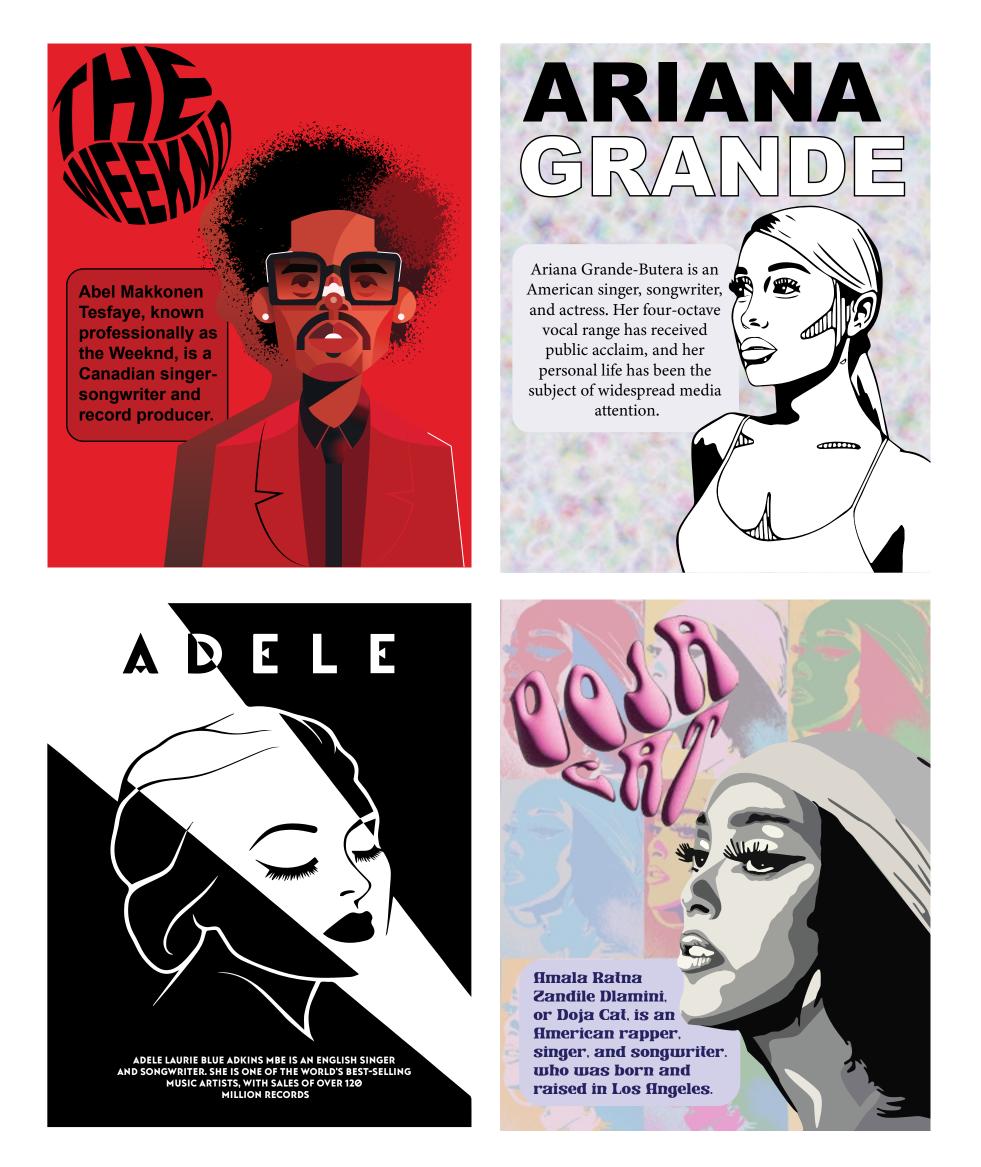


Tyler, The Creator - Best Rap Grammy Winner Graphic Adobe Illustrator

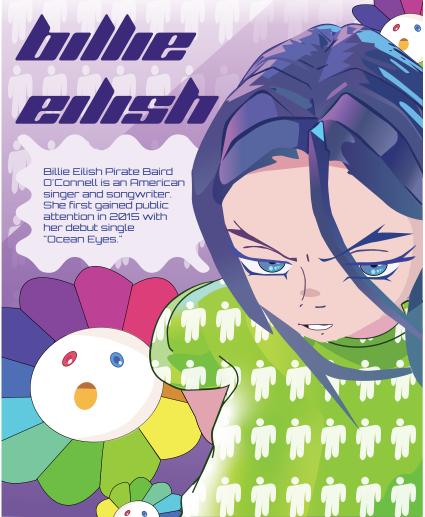


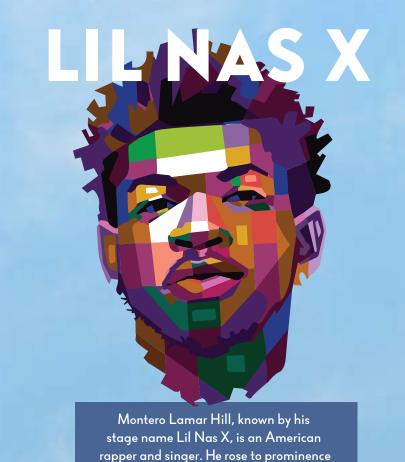
Sonoran Desert Adobe Illustrator

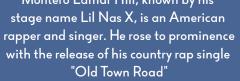
Music Artists Postcards (inspired by various art styles) **Adobe Illustrator**

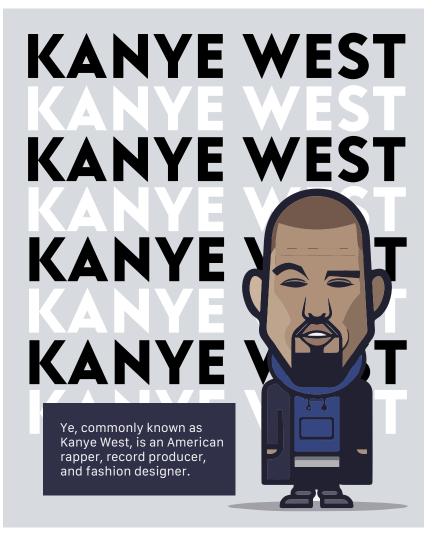


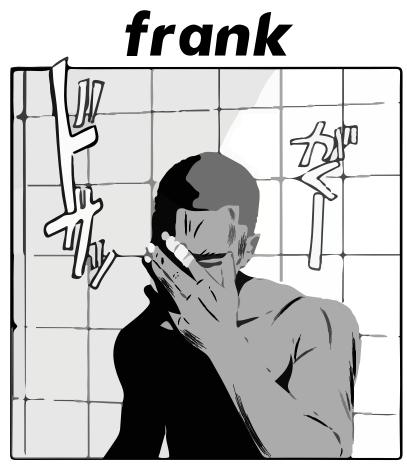




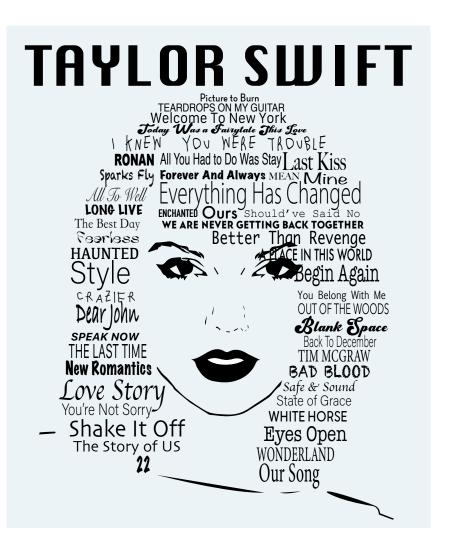


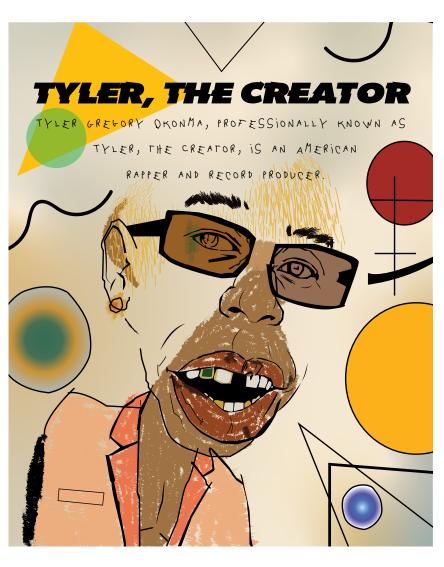






ocean





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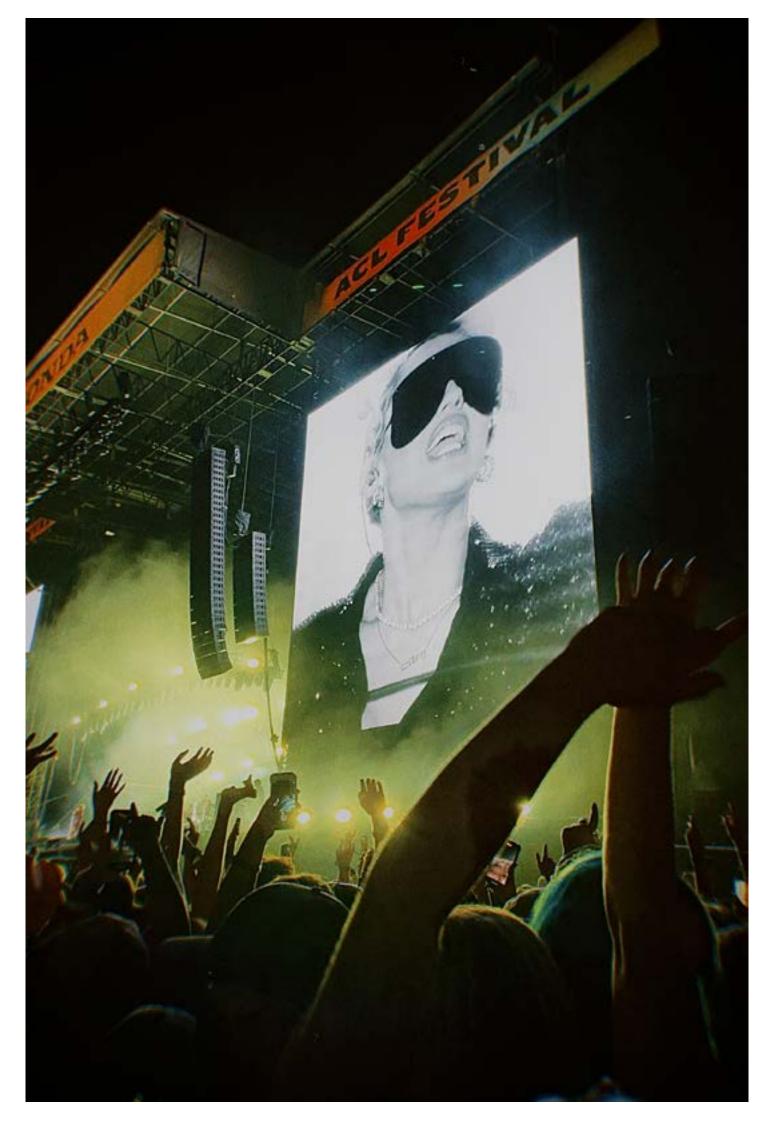
UTRGV Holiday Contest Card 2022 Adobe Illustrator



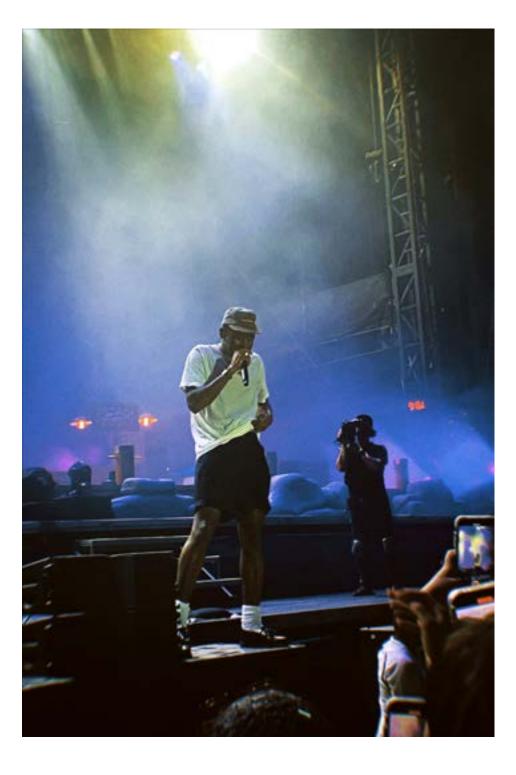


PHOTOGRAPHY

2023 ADDY AWARD WINNER



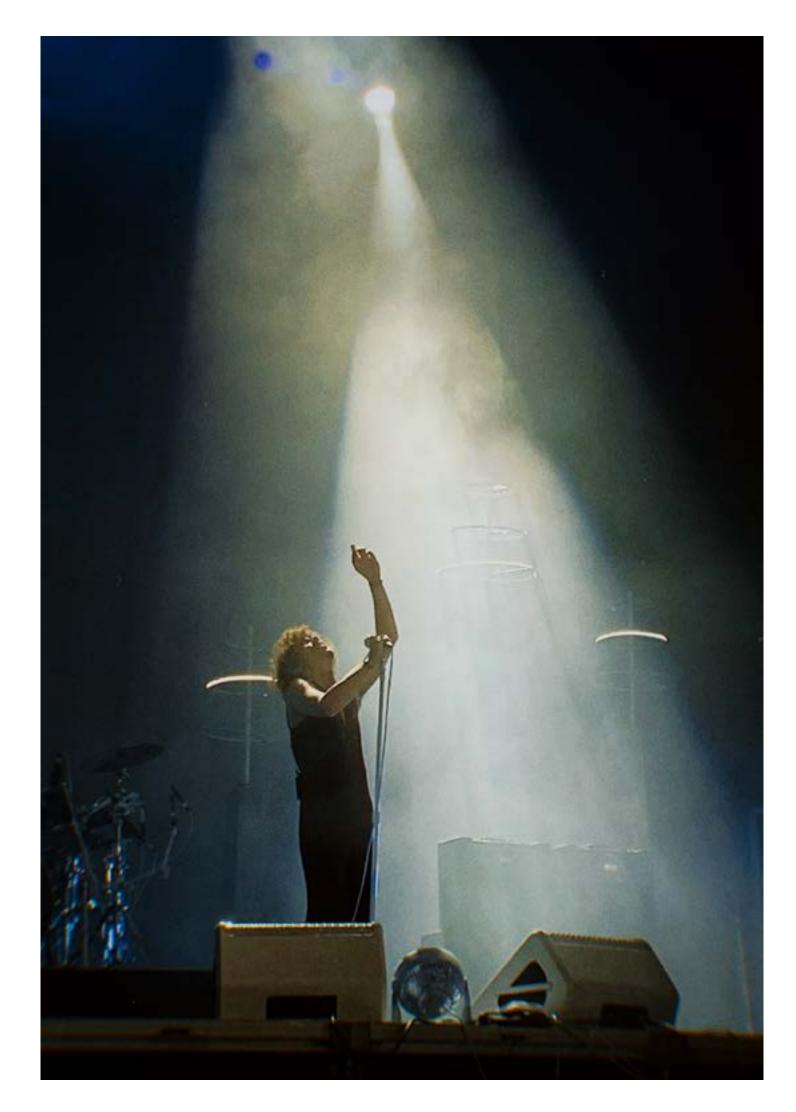
"Miley Cyrus / Party in the U.S.A." Austin, TX Digital 2021



"Tyler, The Creator" Austin, TX Digital 2021



"Dayglow" Austin, TX Digital 2021



"Greta Van Fleet" Austin, TX Digital 2021



"Billie Eilish" Austin, TX Digital 2021

