

PORT- FOLIO

DANIEL GONZALEZ-FRANCO GRAPHIC DESIGNER SELECTED WORKS 2023

childish



childish childish childish



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



RESUME

<div><div>Daniel Gonzalez-Franco</div><div>Edinburg, TX • LinkedIn • (956) 354-4868 • Dangofra7@outlook.com</div></div>	
EDUCATION	
<div><div>The University of Texas Rio Grande Valley</div><div>Bachelor of Fine Arts, Graphic Design</div><div>Cumulative GPA: 3.5</div><div>Core GPA: 4.0</div></div>	<div><div>Edinburg, TX</div><div>Expected July 2023</div></div>
ACCOLADES	
<ul style="list-style-type: none">• 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	
<div><div>The University of Texas Rio Grande Valley</div><div><i>Pulse Magazine Editor-in-Chief</i></div><div>July 2022 – May 2023</div><ul style="list-style-type: none">• 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</div>	<div><div>Edinburg, TX</div></div>
<div><div>The University of Texas Rio Grande Valley</div><div><i>Pulse Magazine Graphic Designer & Social Media/Online Editor</i></div><div>July 2021 – May 2022</div><ul style="list-style-type: none">• 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</div>	<div><div>Edinburg, TX</div></div>
<div><div>The University of Texas Rio Grande Valley</div><div><i>Parking and Transportation Customer Service Assistant</i></div><div>Nov 2020 – June 2021</div><ul style="list-style-type: none">• 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</div>	<div><div>Edinburg, TX</div></div>
ADDITIONAL	
<div><div>Technical Expertise: Proficient in Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Adobe XD, Animate, Dreamweaver) HTML/CSS; MS Office (Word, PowerPoint, and Excel); Canva</div><div>Languages: Fluent in Spanish and English; Conversational Proficiency in French</div><div>Skills: Customer Service Oriented, Experienced in Social Media Management, Organized, Creative, Punctual, Goal Oriented, Team Leader and Delegator</div></div>	

BUSINESS ELEMENTS



BRANDING CAMPAIGN



LOGO



TYPE

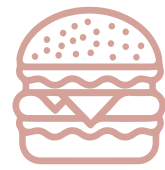
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KLMNOPQ
RSTUVWX
YZ 0123456789

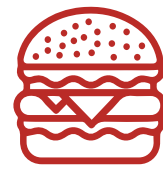
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XYZ 0123456789

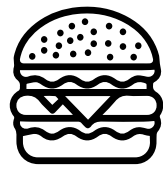
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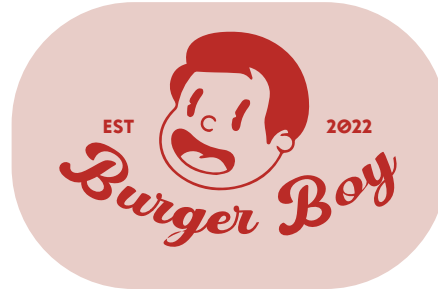
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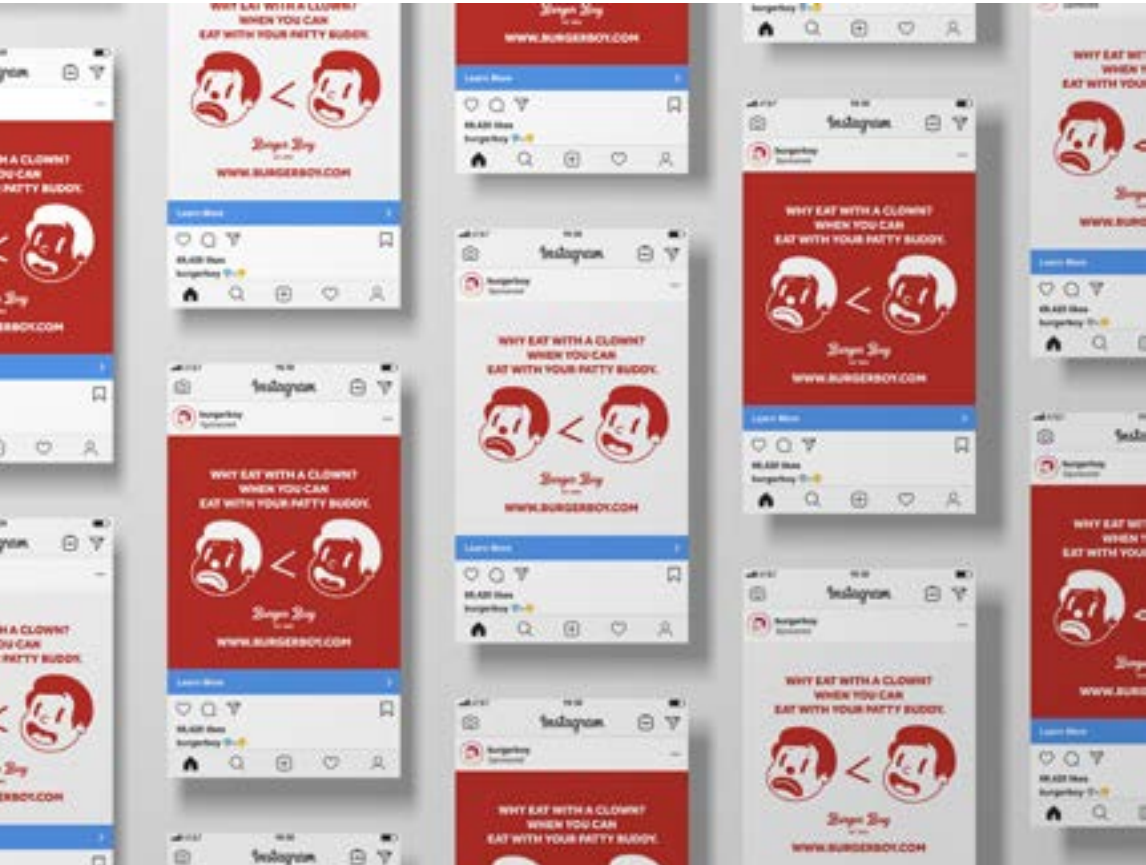
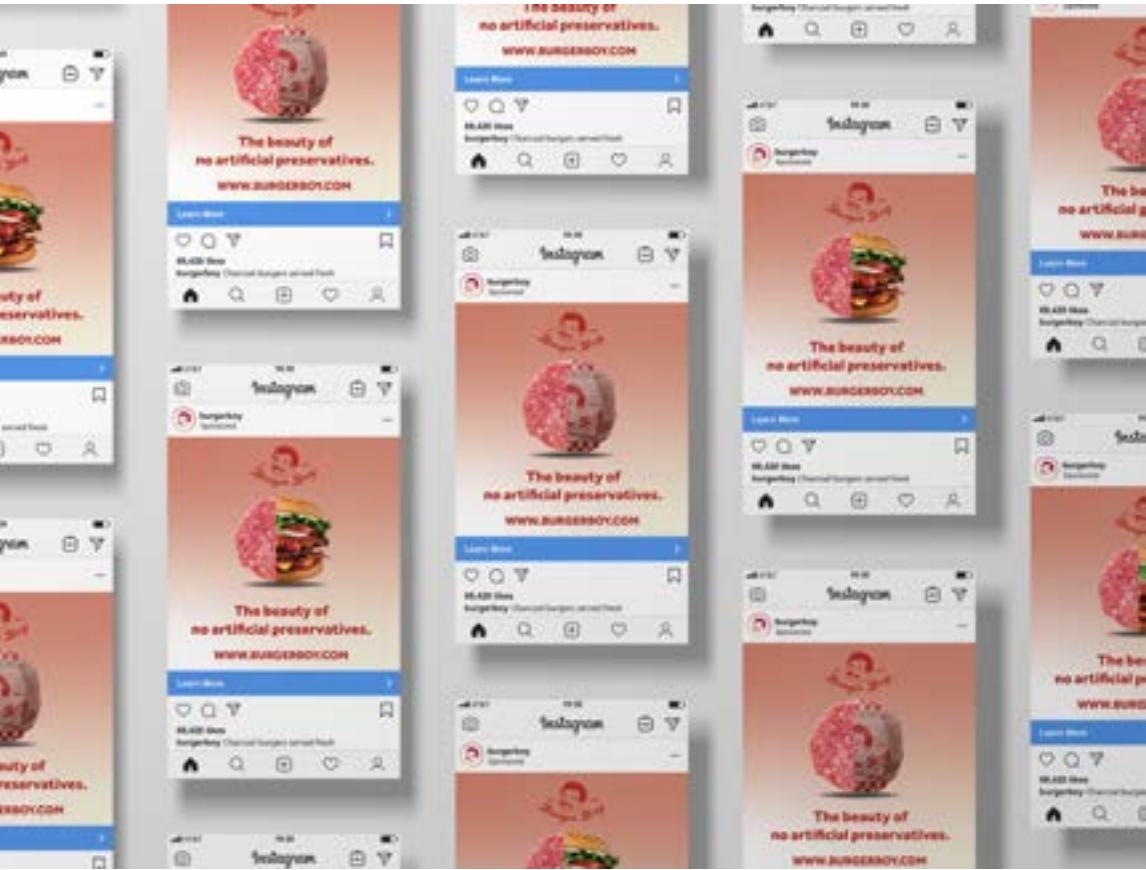
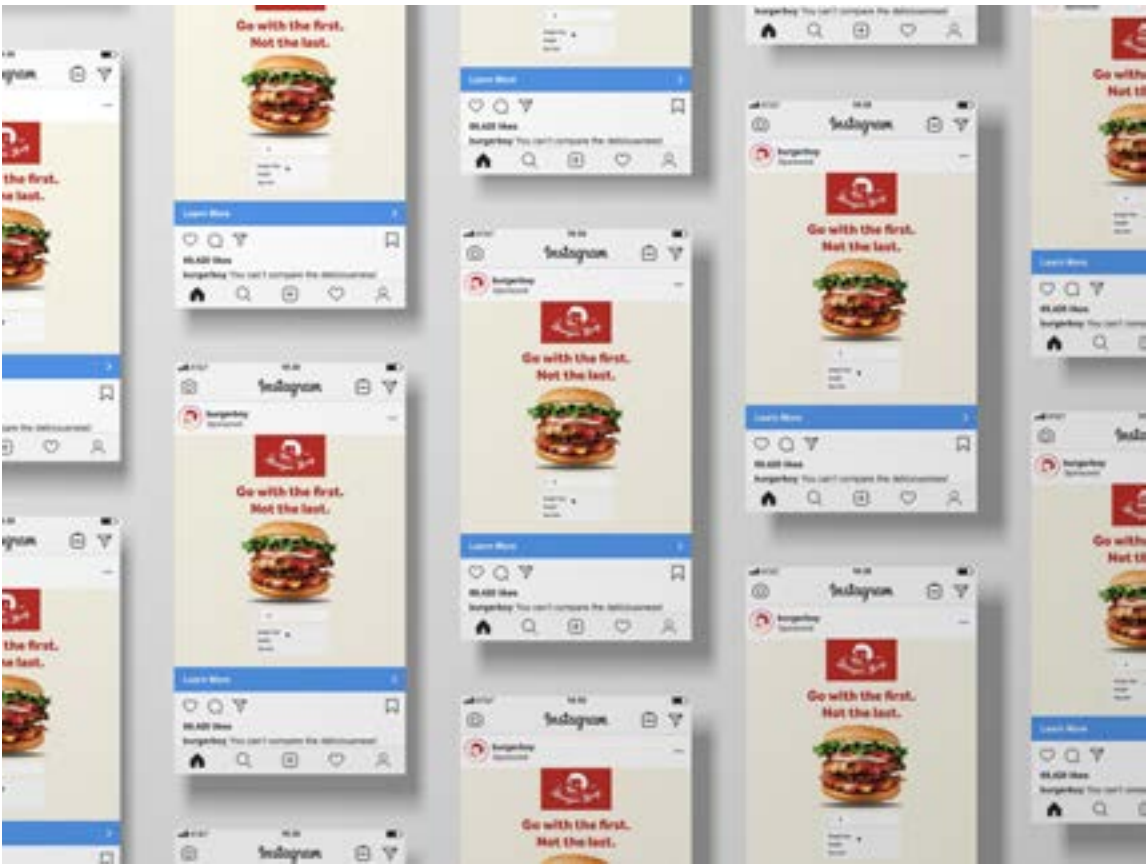
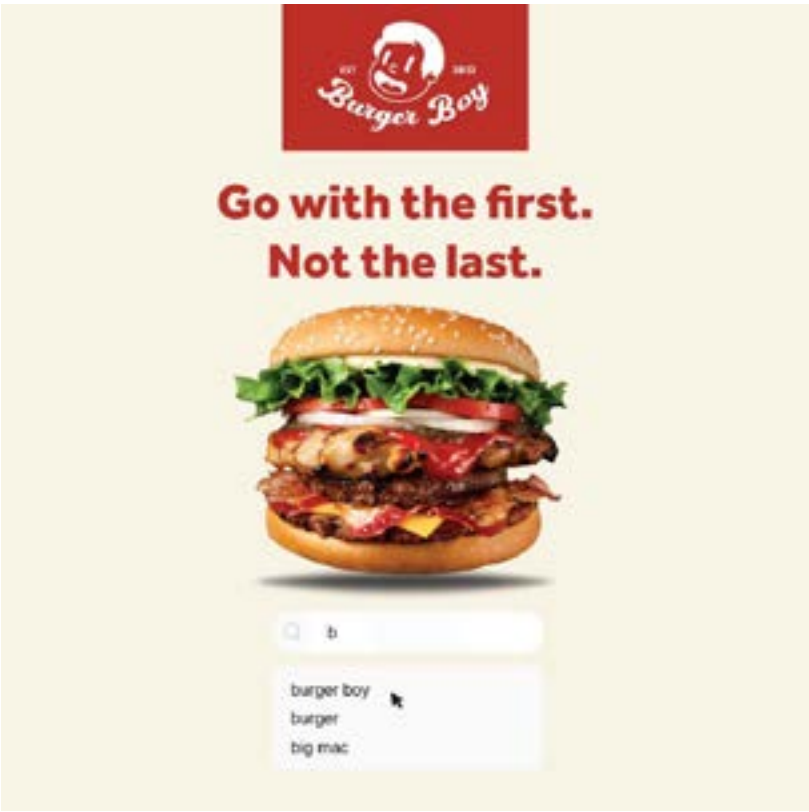


Burger Boy Branding Campaign
Adobe Illustrator / Photoshop



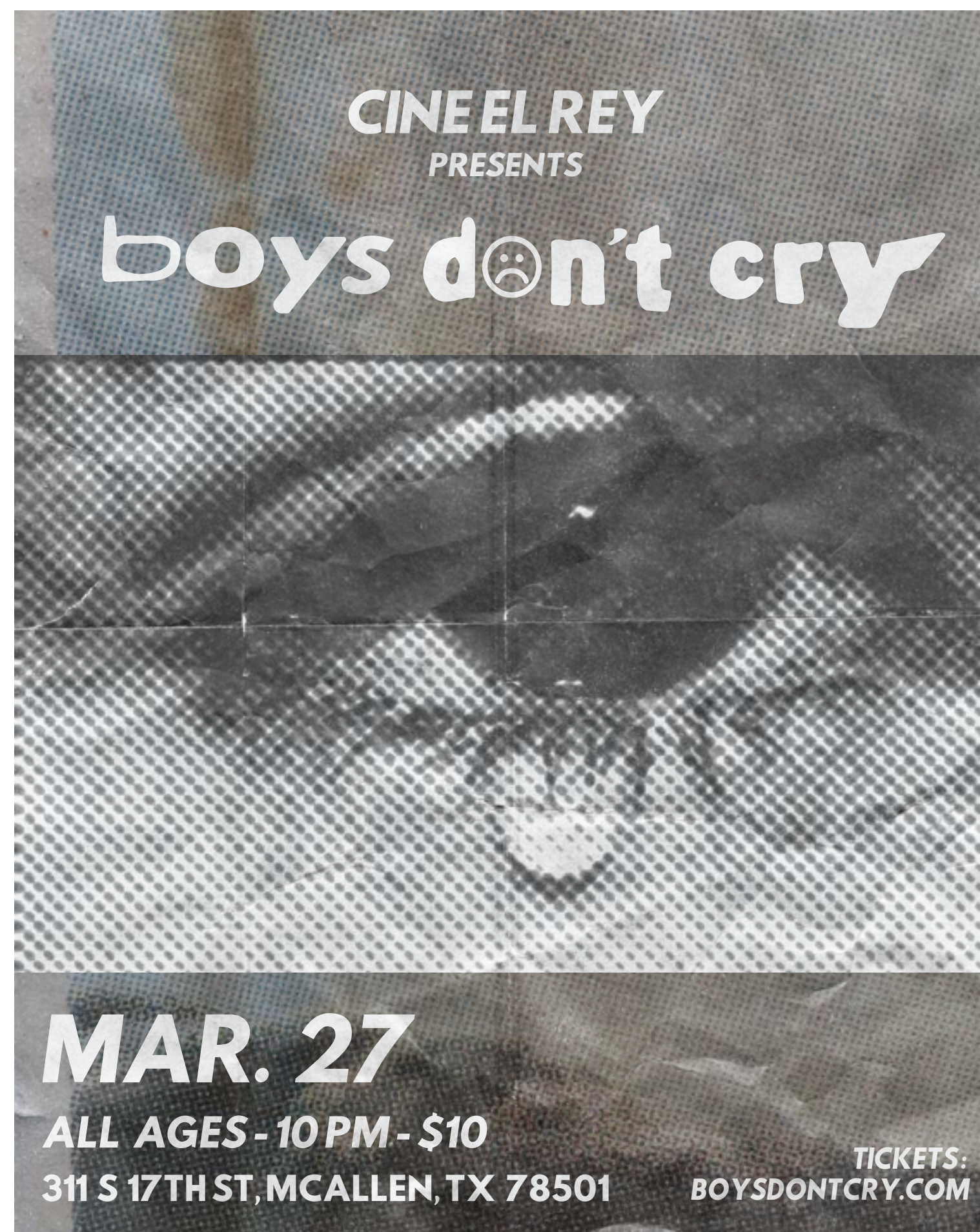


Burger Boy Social Media Campaign
Adobe Illustrator / Photoshop



CAPSTONE PROJECT

**boys
don't
cry**



EDITORIAL DESIGN



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

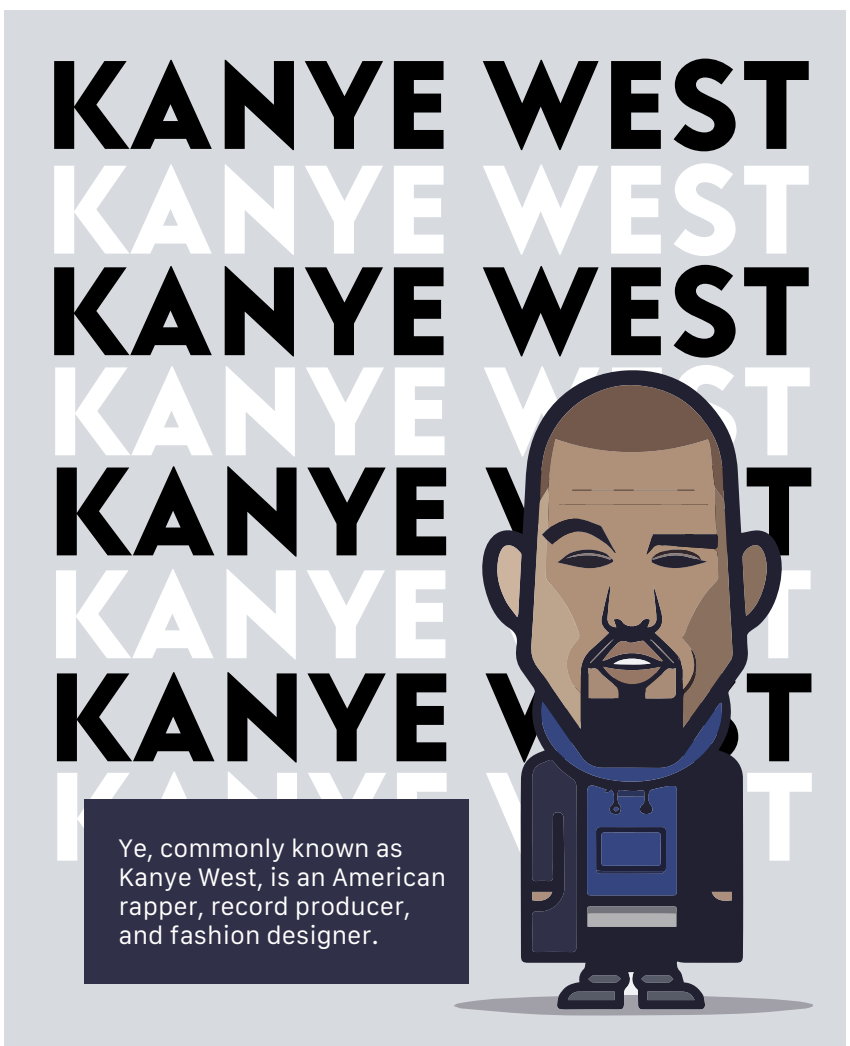
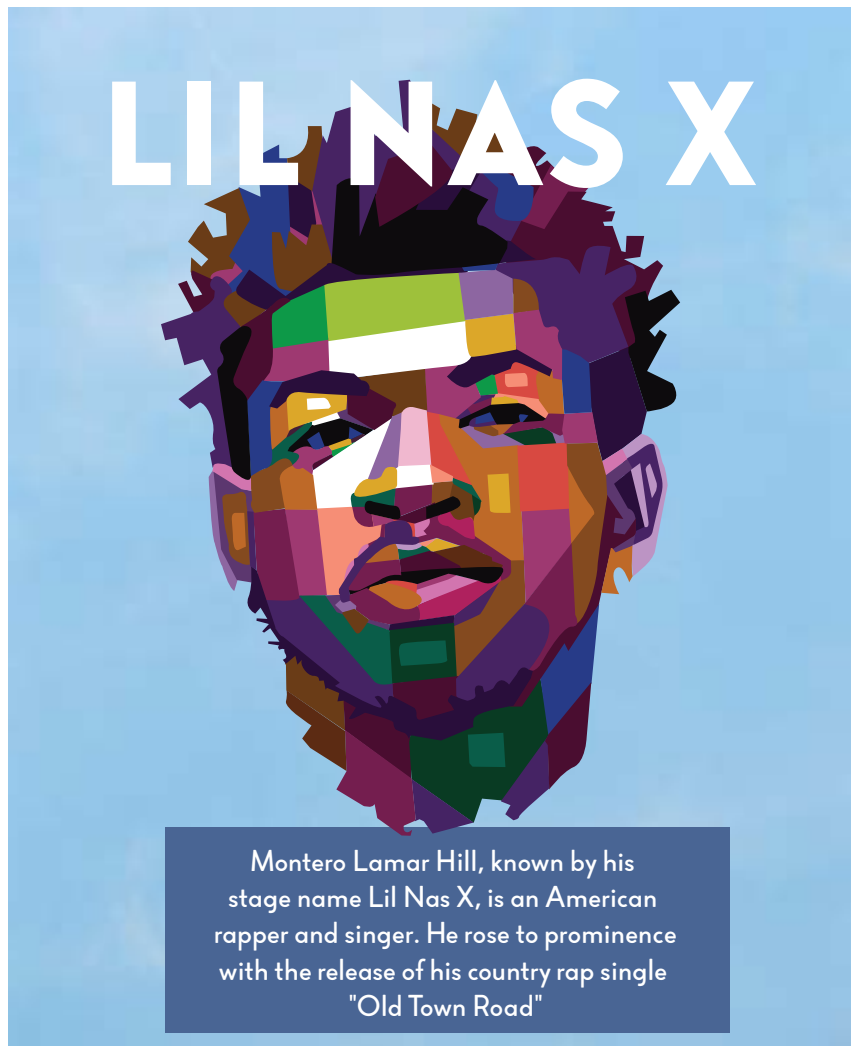
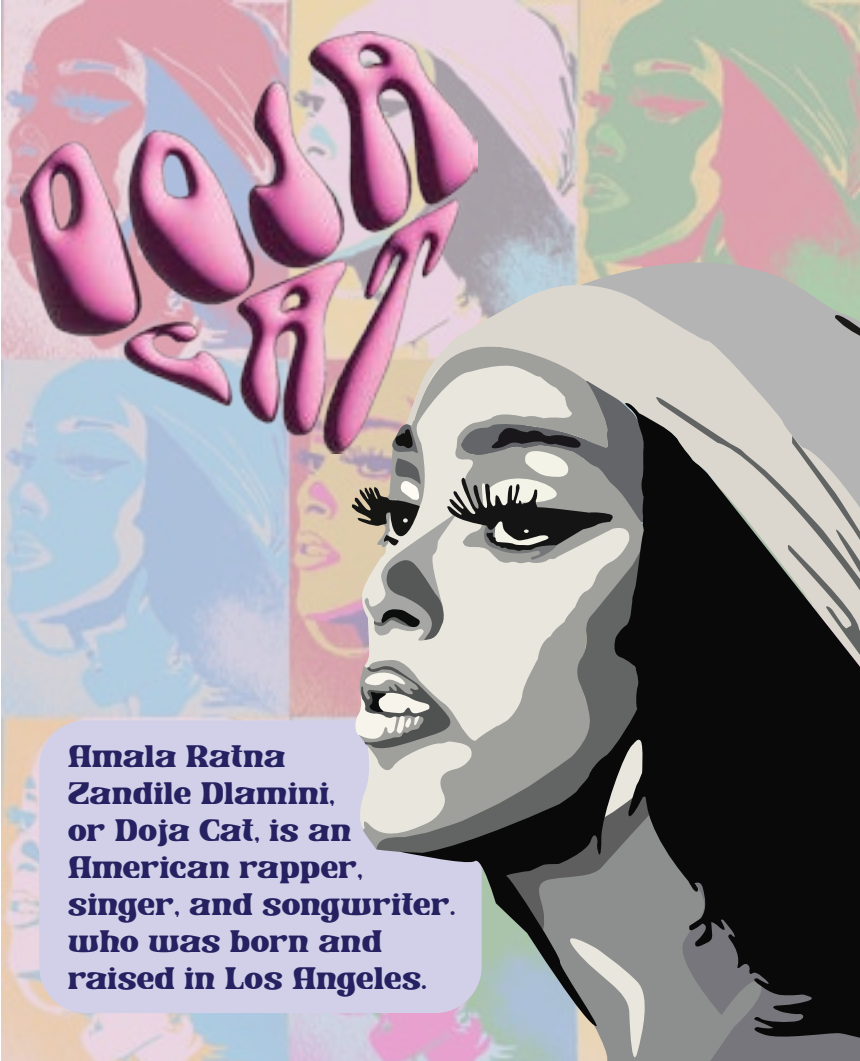
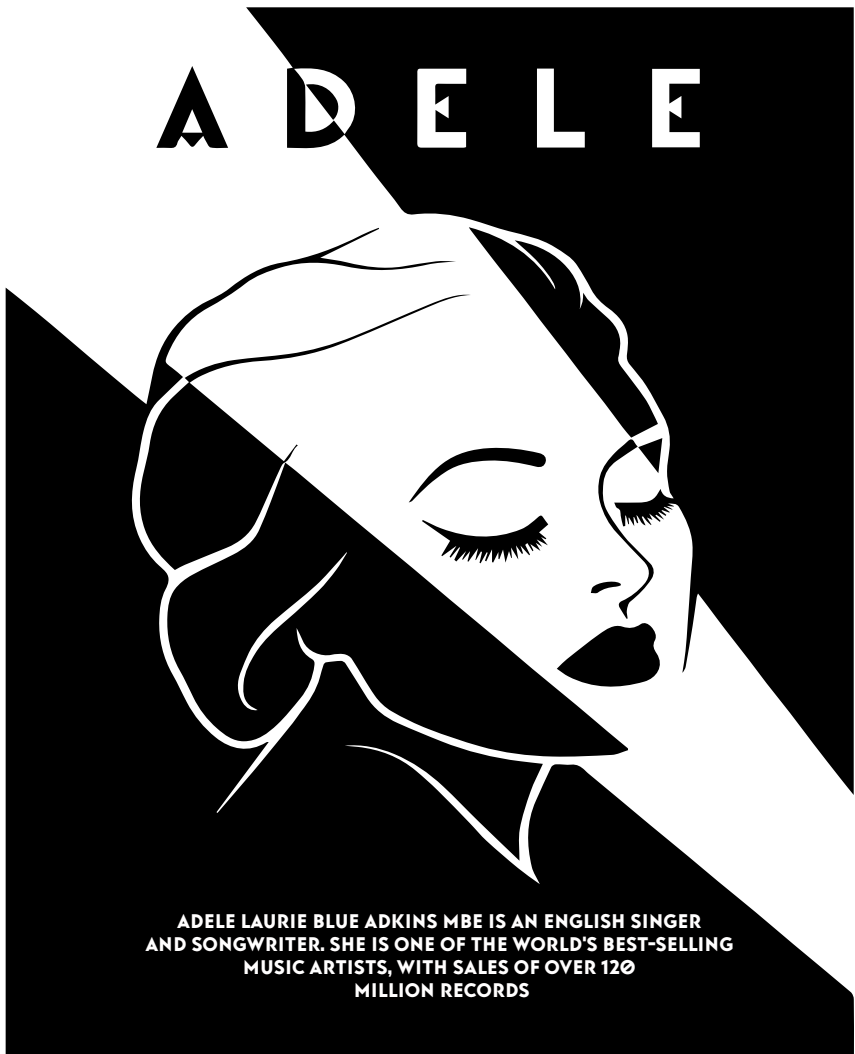
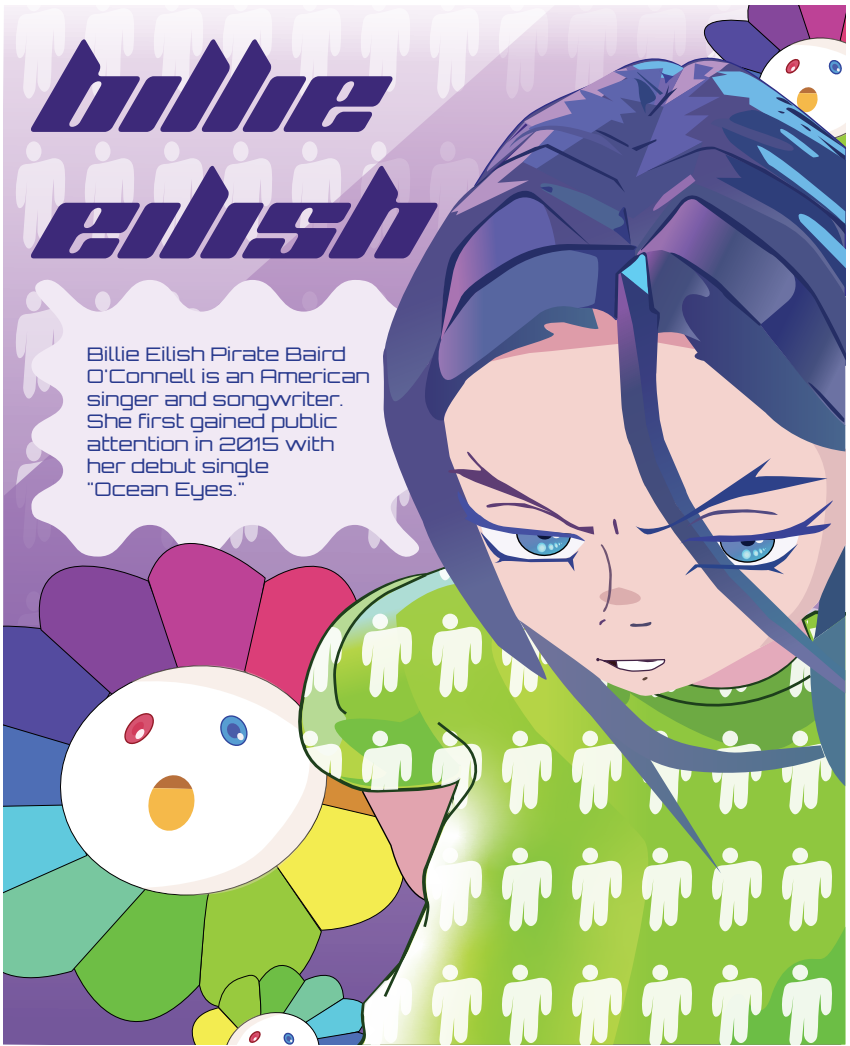
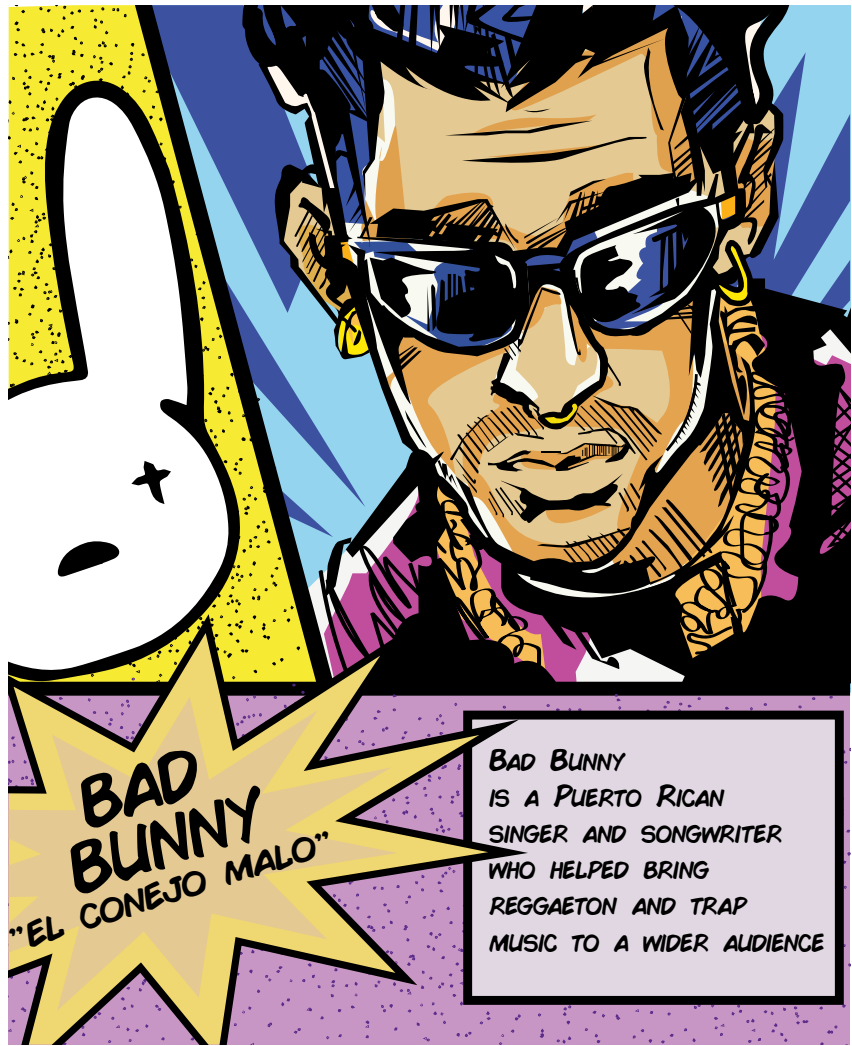
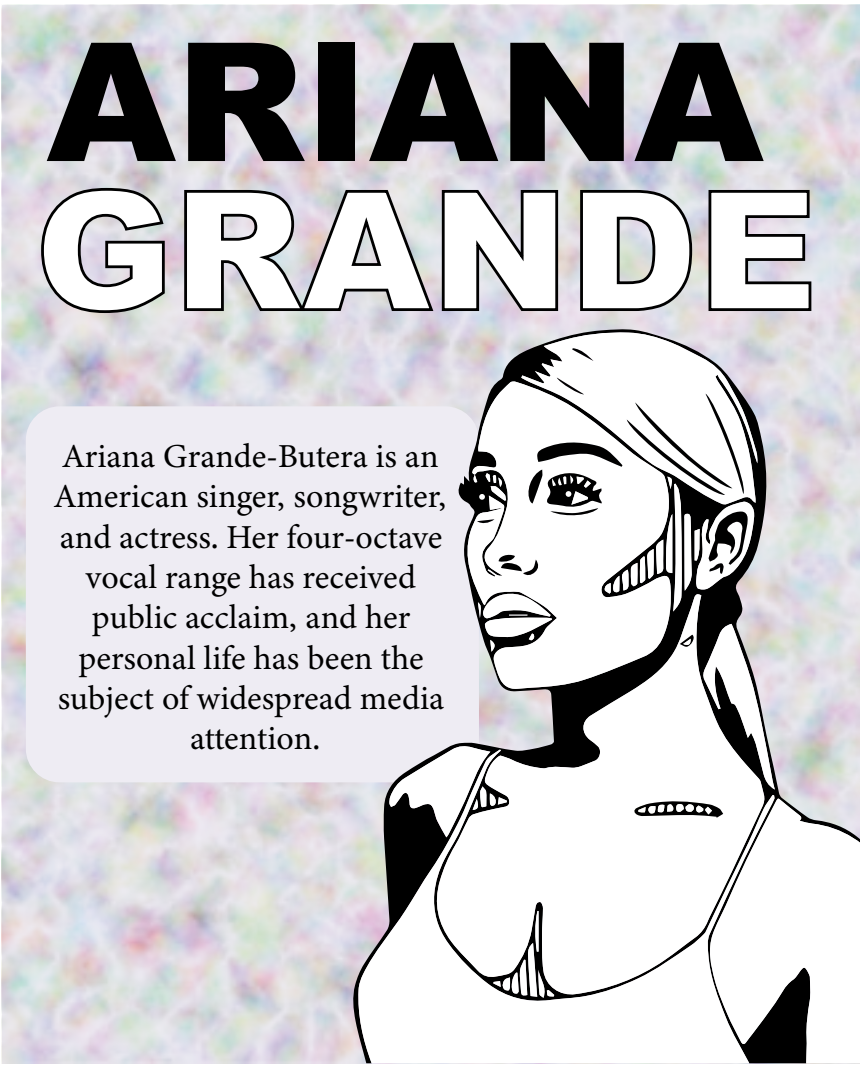


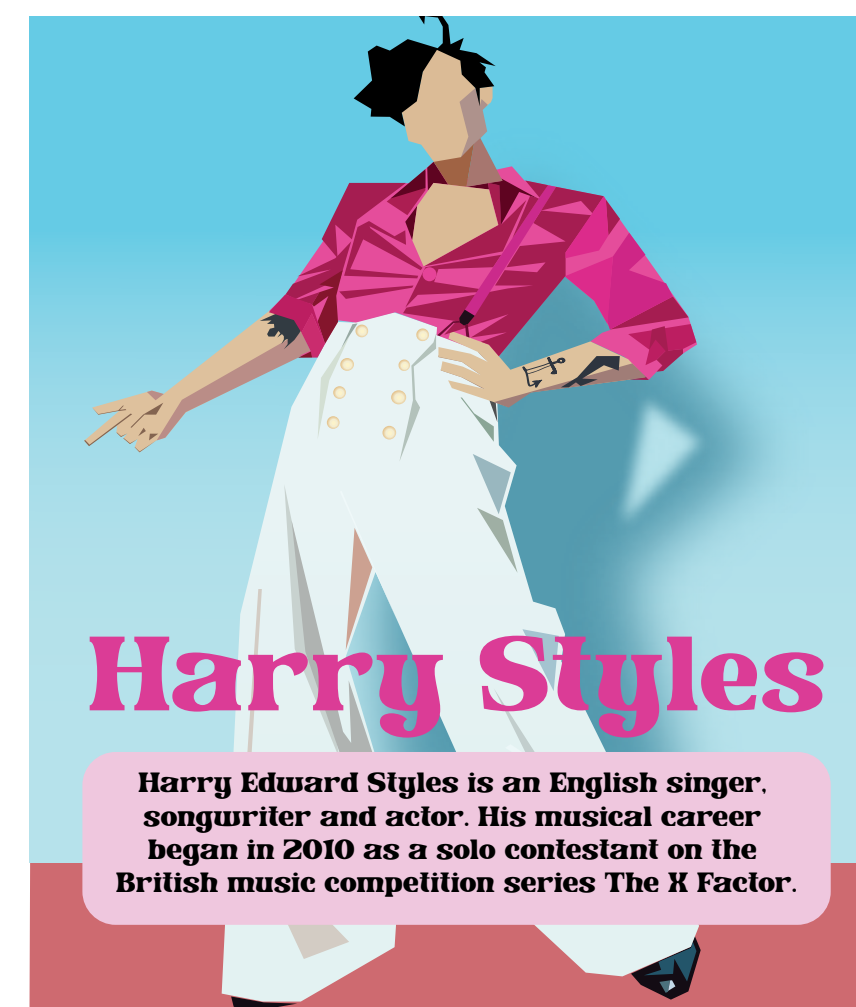
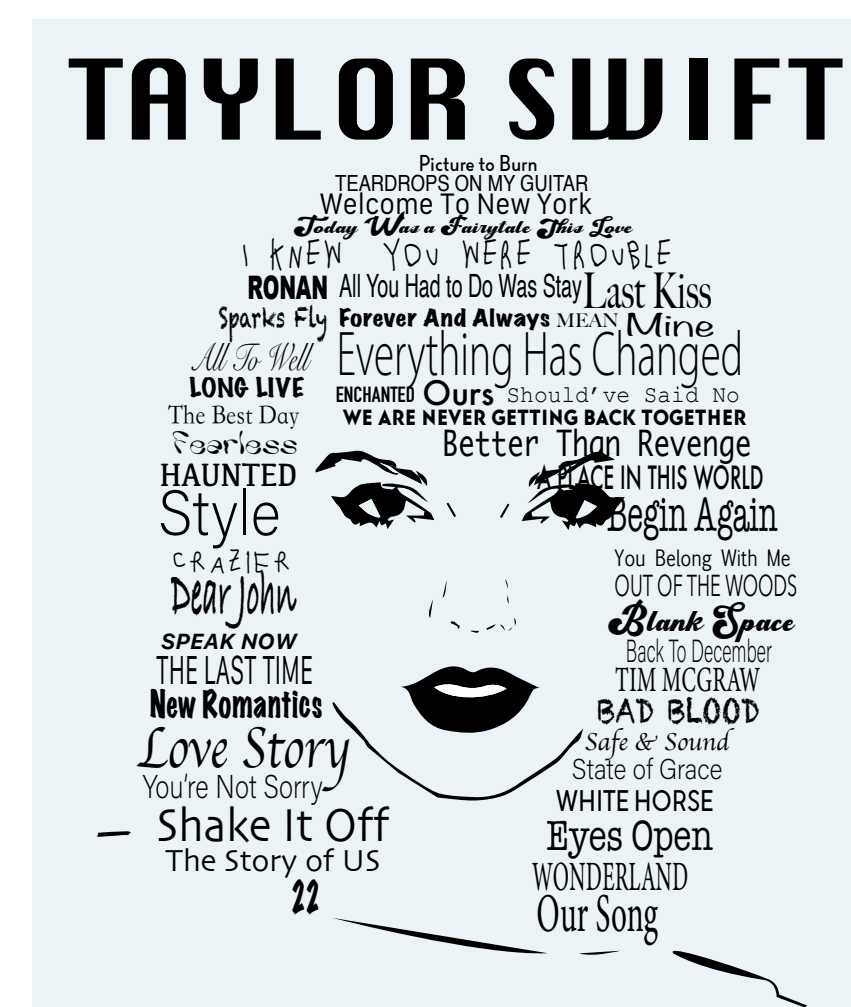
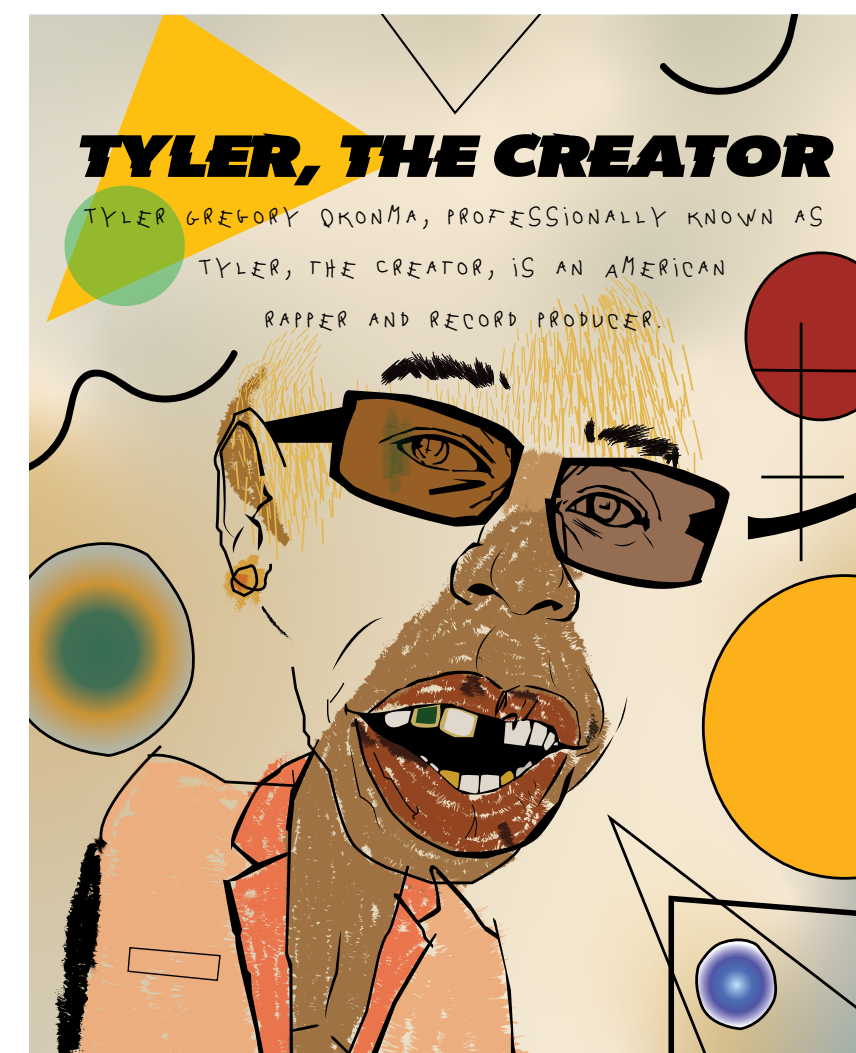
Tyler, The Creator - Best Rap Grammy Winner Graphic
Adobe Illustrator



Sonoran Desert
Adobe Illustrator

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



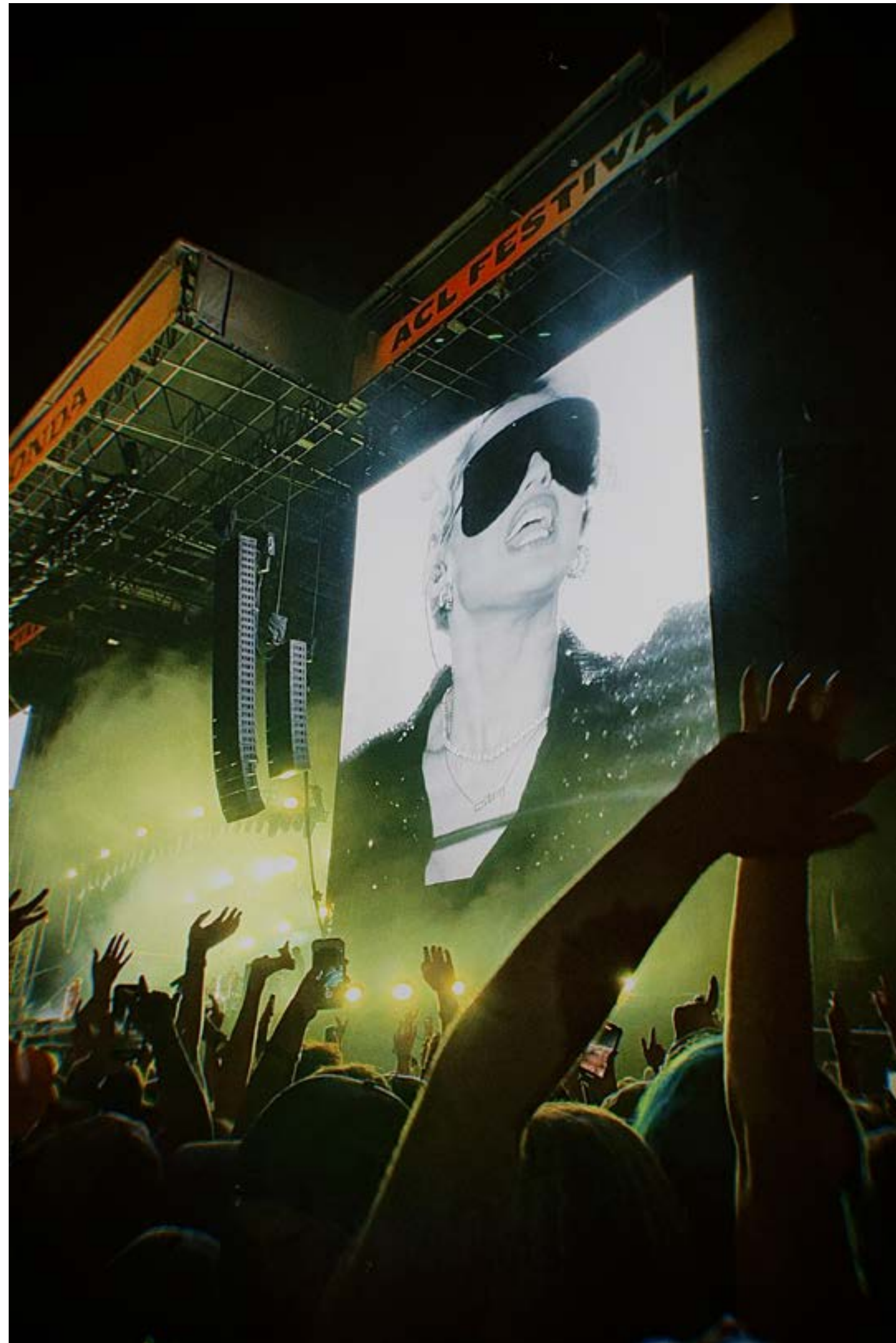


UTRGV Holiday Contest Card 2022
Adobe Illustrator



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

THANK YOU

childish



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