TWIN CREATIVE
DESIGN STUDIO

Andrea Gonzalez

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Visual Communication Design student at The University of Texas Rio Grande Valley specializing in branding, UX/UI, and creative direction. Experienced in creating strategic, user-centered design solutions across digital and print media.

SKILLS

Design: Photoshop, Illustrator, InDesign, After Effects, Procreate, Canva, Branding, Typography, UX/UI

Design Marketing: Social Media Management, Digital Marketing, Content Creation

Technical: Microsoft 365, Photography, Video Editing, Print Production

Soft Skills: Leadership, Collaboration, Project Management, Creative Direction

EDUCATION

BFA in Visual Communications — The University of Texas Rio Grande Valley, Edinburg, TX. (Expected May 2026)

LANGUAGES

English (Fluent) • Spanish (Native)

EXPERIENCE

Graphic Designer — University of Texas Rio Grande Valley
July 2024 – Present

- Designed print and digital promotional materials for campus events such as posters, toolkits, social media graphics, and motion graphics
- Produced creative marketing campaigns that align with departmental goals and effectively engage the target audience and managed social media strategies to boost engagement

In-House Graphic Designer — Sandwich Girl NYC
Sept 2023 – Present

- Designed social media graphics to enforce brand recognition including motion graphics for advertising, digital and print menu redesigns, multiple product launchings.
- Reinforced brand identity by performing additional duties assigned to support the brands goals and objectives

Owner- Entrepreneur — HandiCrafts
Nov 2020 – June 2024

- Designed and sold digital and physical products; managed branding and marketing
- Built social media presence and organized local events

AWARDS & HONORS

- **ADDY "Best of Show" Winner -** "The Sweater Bear" *(2025)*
- **ADDY "Gold" Winner -** "The Sweater Bear" *(2025)*
- **ADDY "Silver" Winner -** "Pulse x US Open" *(2025)*
- **ADDY "Bronze" Winner -** "Vestige" *(2025)*
- **Graphics Competition Winner, ACUI Region 2** *(2024)*
- **Gold Award** – United Design Alliance *(2025)*
- **Silver Award** – UDA Idea Design Competition *(2025)*

Organizations

Founding Member & Marketing/Communications Lead — Graphic Arts Association (AIGA RGV Chapter) University of Texas Rio Grande Valley
Nov 2025 - Present