David Gonzalez
DIGITAL MEDIA & LEARNING EXPERIENCE DESIGNER

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TALENT & SKILLS

- Bilingual
- Digital Media Design
- Experience Design
- Instructional Design
- Graphic Design
- UX/UI Design
- Responsive Design
- Video Production
- Motion Graphics
- Animation
- Wire Framing
- Prototyping/Storyboarding
- User Research
- Usability Testing
- User Flows
- Mockups

TOOLS

- Adobe Creative Cloud
- Microsoft Office
- Articulate 360
- Google Workplace
- Google Analytics
- Figma
- Blackboard Learn
- Moodle LMS
- Absorb
- Evolve
- Premier Pro
- Final Cut
- Camtasia
- Canon 90D
- GoPro MAX
- Drone DJI FPV

AWARDS

- **2019 Blackboard World Catalyst Award**
  Innovation and Excellence in Inclusive Education
- **2017 Blackboard World Catalyst Award**
  Innovation and Excellence in Professional Development
- **2013 The Financial Brand**
  20th of 50 Of The Most Spectacular Website Designs In Banking
- **2013 Credit Union Executives Society (CUES)**
  Golden Mirror Award Winner for Radio and Logo Design
- **2012 Credit Union National Association Diamond Category's Best**
  Award Winner for Newsletter and Magazine Design
- **2012 Credit Union Executives Society (CUES)**
  Golden Mirror Award Winner for Image Enhancement and Logo Design
- **2012 Marketing Association of Credit Unions (MACU)**
  Silver Medalist for Logo Design
- **2011 Credit Union National Association Diamond Award Winner**
  Logo Design, Electronic Marketing and Direct Mail Category's Best

CONFERENCE PRESENTATIONS

- **2019 Blackboard World | Austin, TX**
  Using Videos and Branding to Make Your Course Stand Out
- **2017 Online Learning Consortium | New Orleans, LA**
  Improving Social Presence in Online Communities
- **2016 New Media Consortium - Rochester, NY**
  Don't Get Lost, Find Your Way Through A Course Map
- **2016 New Media Consortium - Rochester, NY**
  Redesigning Online Learning, Time is a Luxury
- **2016 Sun Conference: Experiential Learning - El Paso, TX**
  Instructional Videos for Higher Engagement
- **2016 Sun Conference: Experiential Learning - El Paso, TX**
  Course Mapping to Improve Course Navigation
- **2013 HOW Interactive Design Conference Participant - Chicago, IL**
  Responsive Web Design

EXPERIENCE

SR LEARNING EXPERIENCE DESIGNER
TikTok | AUSTIN, TEXAS
DEC 2021 - PRESENT

- Develop engaging, learner-centric, innovative, and metrics-driven learning solutions for global implementation including Instructor Led Training, e-Learning modules, video productions, interactive infographics, presentations, and websites
- Design and develop industry leading digital media graphics including logos, branding, design systems, toolkits, animations, and multimedia assets for a variety of modalities
- Produce scalable multimedia templates for websites, videos, presentations, forms, iconography, banners and style guides to support global performance enhancement
- Design communication strategies and implementation methods for global distribution by developing road maps, playbooks, and style guides which include branding design assets, cross-platform digital media, and evergreen scalable comms templates
- Evaluate and measure the impact of learning programs and websites for user satisfaction, learning & interaction, behavior change, and business results to support company objectives
- Evaluate and measure the impact of UX/UI and branding for cross-platform user journey satisfaction, engagement, behavior change, and business impact
- Document and centralize standards of procedures and other related documentation for seamless implemention across the full range of global programs
- Deliver multimedia learning content for new hire onboarding, sales and advertiser support, career development, and key organizational capabilities and tools
- Support Monetization Integrity learning paths including effective evaluation approaches to identify training impact and improvement opportunities
- Engage in strategic initiatives to improve operational performance
- Support policy and product updates with engaging data driven content development
- Partner with business leaders to identify and support their learning and user needs
- Analyze performance gaps and recommend learning solutions, tools and methods
- Manage training projects involving multiple workgroups globally
- Evaluate effectiveness of training initiatives globally
- Align training resources to company priorities through data driven design

MARKETING DIRECTOR
Association for Talent Development | AUSTIN, TEXAS
JAN 2023 - PRESENT

- Oversee activities related to social media among the Chapter members at large, and communication with the community and other professional associations
- Manage all social media communications with the larger audience including potential and existing members by increasing member participation in these outlets to create high levels of satisfaction among users
- Support other Chapter activities by providing information about them to the membership through such vehicles as ATD website, Facebook, Twitter, Instagram and LinkedIn
- Promote ATD central Texas to HR and training professionals in a wide range of industries
- Develop and implement a strategy and motivate active online advocates while staying up to date on new tools and technology used industry wide to apply them in the Chapter effectively
- Moderate message boards and keep spam and unwanted soliciation in check. Serve as an advocate for the community internally and provide management with grassroots feedback/ideas
- Envision and shape web tools and direction for the community
- Ensure member communication pieces are distributed quarterly
- Ensure that Chapter adheres to ATD identity and guidelines. Market special projects (i.e. workshops, National Conferences, etc.) via Socia Media channels
- Advise Board of market trends and coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed
- Partner with the VP of Communications and collaborate with Board members for national and local ATD chapter business functions
- Serve as the subject-matter expert advising the chapter board on the use of social media in support of its' mission
- Support and promote the strategic goals and action plans of the Chapter

EXPERIENCE

INSTRUCTIONAL DESIGNER
Center for Instructional Design (UTEP) | EL PASO, TEXAS
OCT 2015 - DEC 2021

• Develop accessible online courses to support multiple curricula at UTEP
• Manage LMS (Blackboard Learn) including troubleshooting and faculty training
• Design and develop interactive content, layout templates, assets, and instructional videos
• Drive student engagement and increase course completions through strong instructor presence and learner friendly interaction
• Lead and facilitate faculty training programs to implement educational objectives, and UX/UI improvements
• Coordinate communication activities and produce digital media assets for CID website, social media sites, and quarterly newsletter
• Rebrand (CID) and document digital marketing strategies to boost institutional value
• Lead video production project to promote online learning to increase student enrollement, and elevate instructor interest in distance learning modality
• Partner with XFN units across campus for effective implementation of cross-platform communication strategies, national distance learning student events, and faculty workshops
• Storyboard, film and own the post-production of introductory videos to support instructor presence in online courses
• Organize, lead and edit campus photography for course branding initiatives and marketing campaigns that support humanized distance learning and inspire university pride
• Organize communication and implementation strategies for multiple training programs targetting a variety of university colleges to improve course quality and student experience
• Participate in national conferences to present team innovations that improve student retention, as well as teaching and learning experience
• Analize and improve course accessibility ratings by testing, implementing and training faculty to use digital tools and components for the virtual learning environment
• Engage web developers to perform technology reviews to deliver online courses that align with instructional design quality standards

BRANDING & MULTIMEDIA MARKETING DESIGNER
Evolve Federal Credit Union | EL PASO, TEXAS
JAN 2011 - DEC 2014

• Lead the rebranding of El Paso FCU to Evolve FCU on their 75th year anniversary to promote online banking
• Design and develop Evolve FCU website, maintain and test for user experience and user interface improvements
• Design and develop internal Evolve FCU website and employee portal
• Design and develop engaging content for products and services including stationary layouts, mailers, envelopes, posters, banners, statements, statement stuffers, business cards, post cards and more
• Storyboard, film and own the post-production of broadcasted commercials showcasing products and services for television on a monthly cadence
• Partner with social media specialist to write, and record advertisements for FM radio and online radio streaming such as Pandora
• Design interactive digital media for cross-platform marketing strategies, e-blasts, lobby screens, evolve online banking app, and ATMs
• Partner with television stations and lead their production teams in the filming and location scouting of multiple marketing campaigns
• Shoot product and community video/photography content for website and social media sites, to increase brand awareness and community engagement
• Paint indoor murals at all 8 Evolve FCU branches to support and improve member experience while banking in person

BRANDING & MULTIMEDIA DESIGNER | PRE-PRESS
Tovar Printing | EL PASO, TEXAS
JAN 2014 - DEC 2015

• Design and develop Tovar Printing website, and test for UX/UI improvements
• Design, develop and implement communication strategies to increase brand awareness and promote products and services across a variety of digital platforms
• Create quality press-ready layouts and color correct design documents for large-scale advertising projects that included books and magazines among other products
• Manage client accounts and projects from beginning to completion to ensure industry quality standards and personalized client relationships
• Establish long term loyalty through strong interpersonal relationships and professional collaborations with vendors and outsourcing partnerships
• Storyboard, film and post-produce video projects to promote the latest printing machines and printing methods for cross platform distribution
• Create social media sites and Google Business account with new print location and contact information to improve customer experience and digital presence
• Partner with Kodak specialists to calibrate, align, clean and update digital printing machines on a monthly cadence to ensure consistent industry quality standards

PERSONAL INTERESTS

• Family
• **Travel**
• Drawing
• Painting
• Skateboarding
• Guitar

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