

Ethan Gonzales

ART DIRECTOR

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Profile Statement

Highly creative and talented **Art Director** with 2.5+ years of industry experience currently working at Fleishman Hillard DC. Primarily skilled in concepting for PR and traditional advertising activations. Looking for new opportunities in fandom-first consumer marketing in gaming or similar industries.

Experience

Junior Art Director | FleishmanHillard Feb 2024 – Present

Clients: JCPenney, Statefarm, Quaker, Lipton, AbbVie, KultureCity

Creative Resident | MAS Jul 2023 – Nov 2023

Clients: YouTube, Eucerin, Liquid Death

Associate Director | SUNY Fashion Institute of Technology Jun 2023 – Present

- Contributes towards research and presentation at various conferences of "FIT Queer Work"
- Created marketing material and assets to assist in promoting the project

Art Director | FIG Mar 2023 – Apr 2023

Client: Healthline

Creative Intern | Mythic Jun 2022 – Aug 2022

Clients: ALE for ALZ, Ally, Autism Charlotte, Goodwill, Huber Engineered Woods, ironman Tires, MAACO, Stream Realty, Titan Home Improvement, Wilmington & Beaches

Graphic Design Intern | Climate Nexus Sept 2019 – Dec 2019

- Produced visual assets for social-first environmental awareness campaign, #9for2019
- Authored, formatted, and designed graphics for op-eds and social packs

Education

SUNY Fashion Institute of Technology, BFA Advertising & Digital Design 2023

Minors: History of Art, Ethics & Sustainability

- Studied abroad in England at Falmouth University during the Fall 2022 Semester
- Treasurer of the Advertising & Digital Design Club

Skills

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| • Creative Concepting | • Generative AI |
| • Project Management | • Print + Digital Design |
| • PR/Earned Media | • Deck Design |
| • Branding & Identity | • Adobe Suite |
| • Social Media | • Figma |