

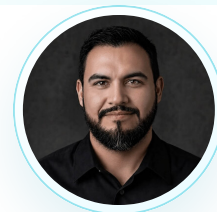


# Gilberto González Escayola

Senior Graphic & Motion Designer | Creative Lead

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## Creative leadership with hands-on production experience

Senior graphic and motion designer who combines creative direction with practical production expertise. Across more than two decades, I have built brands, campaigns, interfaces, presentations and audiovisual content while leading teams and protecting quality in fast-moving workflows. I can direct a project from concept to delivery or strengthen a specific stage through design, motion, editing, quality assurance and AI-assisted exploration - always with clear communication, technical accuracy and brand consistency.

20+

years in visual design and branding

10+

years of professional motion graphics experience

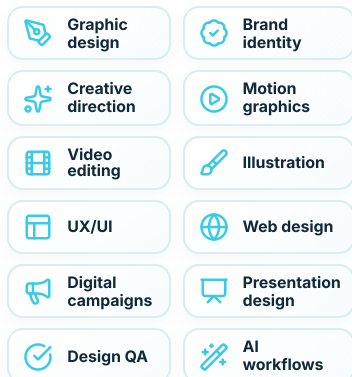
10+

years in video editing and audiovisual production

C1

Advanced English

## Core expertise



## How I work

- Translate briefs, scripts and business goals into coherent visual systems.
- Balance creative impact with brand consistency, file accuracy and delivery speed.
- Lead teams with precise, actionable feedback and clear production standards.
- Use AI for ideation, asset generation and workflow efficiency without lowering craft quality.

## Tools

Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Adobe XD, Media Encoder, Figma, WordPress, PowerPoint, Microsoft Word, cPanel, traditional illustration and AI creative tools.

## Professional strengths

Communication, creativity, teamwork, organization, project management, public speaking, rapid design production and attention to detail.

## Professional experience

### Adobe Photoshop Expert, AI Training

Jun 2026 - Present

micro1 | San Francisco, California | Remote

- Apply professional Photoshop expertise, creative judgment and technical precision to evaluate visual quality and guide AI-assisted editing workflows.
- Help train systems to better understand professional image editing, production standards and the decisions behind polished visual work.

### Independent Designer & Creative Consultant

2005 - Present

[GilbertoEscayola.com](http://GilbertoEscayola.com) | Remote | Full-time focus from 2011 to 2013

- Manage complete branding, logo, illustration, motion, video and website projects from strategy through final delivery for organizations, regional brands and national clients.
- Provide domain, hosting, cPanel and web-server management while building long-term client relationships and adapting to project-specific production needs.

### Design Quality Specialist

Oct 2024 - May 2026

Design Pickle | Scottsdale, Arizona | Remote

- Reviewed and approved **30-50 creative projects daily** across a production pipeline of approximately **30-40 designers**, identifying visual, technical and brand-consistency issues before delivery.
- Verified final files and delivered precise, actionable feedback while tracking recurring issues and strengthening quality, accuracy and consistency in a high-volume global environment.

### Creative Design Manager / Multimedia Graphic Designer

Feb 2023 - Oct 2024

Pittsburgh Knights | Pittsburgh, Pennsylvania | Remote

- Promoted to Creative Design Manager in August 2023 and led two designers responsible for branding, broadcast assets, Knights Arena, esports events and tournaments.
- Built MatchBot into a complete esports brand and digital product system covering identity, UX/UI, motion, advertising, presentations, web, print, recruitment and competition applications.
- Produced event animation and video while supporting the video department with approximately one weekly motion or video project for Riot Games.

### Lead Animator

Jul 2022 - Jan 2023

Allcaps Media | Cleveland, Ohio | Remote

- Produced four to five vertical videos and motion pieces per day, generally one minute or longer, for insurance, education and digital marketing clients.
- Partnered with creative directors to turn scripts, brand materials and campaign concepts into clear, engaging social content, including logo animation and video editing.

# Experience, craft and creative leadership

More than two decades developing brands, visual communication, motion, websites and production systems.



## Professional experience, continued

### Head of Design / Production Manager

Mar 2017 - May 2022

TO BE | Villahermosa, Tabasco

- Began this second tenure as Head of Design, leading two graphic designers and overseeing branding, websites, advertising, presentations and visual production.
- Promoted after two years to Production Manager, directing a multidisciplinary team of ten that included designers, animators, an audio editor and video editors.
- Implemented workflow and quality improvements associated with an estimated **20% increase** in client satisfaction, delivery quality and turnaround efficiency for national and international projects.

### Director of Graphic Design

Nov 2013 - Mar 2017

GO multimedios | Villahermosa, Tabasco

- Led two designers delivering brand identity, logos, websites, interfaces, presentations, applications and illustration for clients in Mexico, the United States and Peru.
- Directed projects from concept through production, coordinating visual systems and adaptations for different markets, platforms and commercial applications.

### Graphic Designer

Jul 2008 - May 2011

TO BE | Villahermosa, Tabasco

- Developed brands, logos, presentations, websites and Adobe Flash animations for national clients, including Mexican ports, EXA FM, Hilton Hotels and Autosur.
- Created brand applications and dynamic content that supported long-term client relationships and strengthened the studio's commercial output.

### Graphic Designer

Jan 2005 - Oct 2007

Figueroa Diseño | Villahermosa, Tabasco

- Specialized in brand identity, logo design and illustration under the guidance of Mtro. Javier Figueroa González.
- Contributed work for Laboratorios Chontalpa, Delit, Genoise, Maiña, Rodizio, Jangada, El Edén and other regional brands.

### Graphic Designer

Jan 2004 - Jan 2005

Foto Fácil | Villahermosa, Tabasco

- Built professional expertise in digital photo retouching, photographic restoration and photomontage in my first formal role after university.
- Worked under the mentorship of Mtro. Hermilo Granados Carrillo, developing the precision and image judgment that became a foundation of my later production work.

### Selected project environments and clients

Esports and gaming, global creative production, insurance, education, hospitality, radio, ports, laboratories, restaurants and regional commerce. Notable work has included Pittsburgh Knights, Knights Arena, Riot Games support, EXA FM, Hilton Hotels, Autosur, Laboratorios Chontalpa, Rodizio and Jangada. Deliverables have ranged from brand launches, websites and interfaces to campaigns, presentations, motion, video, print, recruitment and competition assets.

## Education

### Bachelor's Degree in Graphic Design

Universidad del Valle de México  
2000 - 2005

### Adobe Certified Associate, Flash CS4

Certiport | 2012

## English

### C1 Advanced

EF SET credential  
efset.org/cert/SNrRnV

## Design and production

Brand systems, logos, editorial design, campaigns, ads, social content, presentations, storyboards, illustration, motion graphics, video editing, subtitles, websites, UI, digital production, file preparation and visual quality assurance.

## Leadership

Creative direction, team leadership, mentoring, production planning, workflow optimization, feedback, review standards, cross-functional coordination and final-delivery approval.

## Software and platforms

After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Adobe XD, Media Encoder, Figma, WordPress, PowerPoint, Microsoft Word, cPanel and AI-assisted creative tools.

**My standard:** meet the brief, protect the brand, create a clear visual impact and stop refining when further changes no longer improve the result.

The résumé is the overview.  
The work shows the range.

### See the work behind the experience.

Explore brand systems, campaigns, illustration, presentations, web and esports projects developed for different industries and audiences.

[View full portfolio](#)

[CV en español](#)



### Video editing & motion

Reels, motion, captions and branded video with clear pacing.

[View video portfolio](#)