



Gilberto González Escayola

Graphic Designer & Creative Lead
| Brand, Visual Design, Motion &
AI Creative Tools

EDUCATION

2000-2005

Bachelor's degree in Graphic design
UNIVERSIDAD DEL VALLE DE MÉXICO

2012

Adobe Certified Associate Flash CS4
CERTIPORT

SKILLS

Communication	
Creativity	
Teamwork	
Organization	
Project Management	
Public Speaking	
Speed Designing	

ENGLISH

C1 ADVANCED

Credential:

<https://www.efset.org/cert/SNrRnV>

ABOUT ME

With over 20 years of experience in graphic design, 10 years leading creative teams, and 7 years in video production and animation, I develop complete creative solutions from concept to final delivery.

I can lead full campaigns or support specific stages of a project, including graphic design, branding, logo creation, illustration, storyboarding, motion graphics, video editing, and visual production. My approach combines creativity, research, analysis, and strong attention to detail to create clear, consistent, and production-ready visual communication.

I also work with AI and emerging creative technologies, including prompt development and AI-assisted workflows, to explore ideas, improve efficiency, and strengthen creative results while maintaining high standards in visual quality, file accuracy, and brand consistency.



Motion graphics



Illustration



Graphic design



Ads design



Branding



Web Design

WORK EXPERIENCE

- DESIGN QUALITY SPECIALIST** OCT 2024 - MAY 2026
Design Pickle / Scottsdale, Arizona

Strengthened creative quality by ensuring each design met customer expectations, brand requirements, and company standards. As a Design Quality Specialist at a global design agency, I combined visual communication expertise, production workflow knowledge, creative direction, and quality assurance to improve consistency, accuracy, and overall design execution. I also supported continuous improvement by identifying recurring issues, refining review processes, and helping maintain high creative standards in fast-paced production environments.
- CREATIVE DESIGN MANAGER** FEB 2023 - OCT 2024
Pittsburgh Knights / Pittsburgh, Pennsylvania

Blended technology, design, and gaming as a Multimedia Graphic Designer in the esports industry, creating UX/UI, animation, branding, and advertising for Pittsburgh Knights. From February to August 2023, I advanced to Creative Design Manager, leading a team to deliver innovative and impactful designs that shaped the future of esports.
- LEAD ANIMATOR** JUL 2022 - JAN 2023
Allcaps Media / Cleveland, Ohio

Produced engaging animations and motion graphics, elevating client narratives and audience impact. Collaborated closely with creative directors to craft captivating video content, contributing to successful marketing campaigns for a diverse range of clients, including insurance agencies and educational institutions.



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CONTACTS



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PRODUCTION MANAGER

MAR 2017 - MAY 2022

TO BE / Villahermosa, Tabasco

Managed multimedia projects from concept to completion, leading cross-functional teams to deliver high-quality designs for national clients. Oversaw the creation of websites, branding elements, and promotional materials, optimizing workflows to increase project efficiency by 20% and ensuring consistent client satisfaction.



DIRECTOR OF GRAPHIC DESIGN

NOV 2013 - MAR 2017

GO multimedios / Villahermosa, Tabasco

Directed global commercial projects, focusing on branding, logo design, websites, apps, and illustrations. Mentored a team of designers and implemented strategic design solutions that boosted client engagement and brand recognition. Key projects included successful brand launches that elevated client visibility in their respective markets.



GRAPHIC DESIGNER

JUL 2008 - MAY 2011

TO BE / Villahermosa, Tabasco

Developed brands, logos, websites, and animations for high-profile national clients like EXA FM and Hilton Hotels, enhancing their visual identities. Applied design expertise to create visually compelling presentations and dynamic content, contributing to long-term client partnerships and project success.



GRAPHIC DESIGNER

JAN 2005 - OCT 2007

Figueroa Diseño/ Villahermosa, Tabasco

As a Graphic Designer at Figueroa Diseño, I undertook a diverse range of projects, gaining valuable experience under the guidance of Mtro. Javier Figueroa González. My specialization included crafting brands, logos, and illustrations. I had the privilege to work with esteemed brands like LABORATORIOS CHONTALPA, DELIT, GENOISE, MAINA, RODIZIO, JANGADA, EL EDÉN, and more.



GRAPHIC DESIGNER

JAN 2004 - JAN 2005

Foto Fácil / Villahermosa, Tabasco

Foto Fácil marked my first formal job after university graduation. Working under the mentorship of Mtro. Hermilo Granados Carrillo, I developed expertise in professional digital photo retouching, digital photographic restoration, and photomontage techniques.

SOFTWARE

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe XD
- Adobe Media Encoder
- Traditional and A.I. Illustration
- Figma
- Microsoft Word
- Microsoft PowerPoint
- WordPress
- CPANEL