

EMILY ARIANA GONZALEZ

Art Director and Designer with a passion for turning ideas into visuals that make people feel something. I love creating concepts that go beyond aesthetics and tell a story, whether it's through design, advertising, or creative direction. I'm all about collaboration, problem-solving, and finding creative ways to make every project stand out. Organized, curious, and always pushing for that extra spark, I bring energy and intention to everything I design, making sure each idea not only looks good but leaves a mark.

ART DIRECTOR & DESIGNER

EXPERIENCE

GUT Miami | Art Director

Based at GUT's Miami office, I worked with major brands, supporting teams with concept development, creative tasks, and whatever was needed across different projects. I also had the chance to collaborate with the LA and NY teams. As part of client briefs, I was able to present ideas, while also contributing proactive concepts for big brands. During my time there, I saw one of my ideas chosen by a client, watched a campaign I contributed to go live, and pitched work for the Super Bowl.

Grupo Garnier, Miami | Art Director

Worked with creatives across Latin American brands to align visual direction and keep them consistent across markets. Brought design into bigger marketing strategies and used AI to move faster from concept to execution.

Grupo Garnier, Miami | Production Assistant

Assisted the stylist in preparing and organizing wardrobe for use during the shoot. Helped set up prompts and manage post-shoot packing. Co-directed a photoshoot alongside my creative partner, ensuring a smooth production process and strong visual results. Expertise in AI design Tools.

The One Club for Creativity, Miami | Graphic Designer

Designed the visual identity for One Club Miami's Portfolio Review Spring 2026, centered on a museum-inspired concept. Created event branding and promotional assets that framed the portfolio review as a curated exhibition, blending editorial typography with gallery-inspired layouts.

The One Club for Creativity, Miami | Graphic Designer

Designed social media content and visual assets for Hispanic Heritage Month, promoting featured speakers and the main event. Created pitch deck designs tailored to client branding, translating creative direction into cohesive, engaging visuals across digital and print platforms.

Kodiak Fitness Center

Managed social media strategy and content creation, producing and editing content for posts, stories, and reels published 3–4 times weekly. Developed and presented monthly social media plans to ensure consistent growth, engagement, and alignment with brand goals.

Okimmi by Simmi D. | Assistant

Managed inventory and photographed clothing pieces for catalog and promotional use. Created fashion show boards detailing model looks and assisted backstage during events. Supported social media content creation and contributed to website design to enhance brand presentation and consistency.

EDUCATION

Miami International University of Art & Design
Graphic & Web Design (2021 - 2023)

Miami Ad School
Art Direction (2024 - 2026)

SKILLS

Creative Direction
Branding & Visual Identity
Graphic Design
UI/UX Design
Illustration
Photography
Social Media Strategy
Content Creation

Photoshop
Illustrator
In Design
Procreate
Premier Pro
Figma

Bilingual English & Spanish

LET'S CONNECT

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