

About me.

Strategic Visual Storyteller and Lead Designer with a proven record of scaling brand identities through high-impact digital campaigns and global product launches.

Expert in bridging the gap between artistic vision and functional, user-centric design to drive measurable consumer engagement. Specialized in navigating complex cross-functional workflows and overseas manufacturing to deliver market-leading visual assets.



GENERAL SKILLS

Product & UI/UX
Visual Production
Motion & Video
Strategy & Ops

APPS & SOFTWARES

Illustrator	Photoshop
Lightroom	InDesign
Premiere pro	After Effects
Adobe XD	Figma
Mailchimp	Framer
Shopify	HTML
Microsoft Office Suite	
Filming Techniques	
Analytical thinking	
Planning & Scheduling	

RECOGNITIONS & INDUSTRY CONTRIBUTIONS

NSU Juried Exhibition 2024
Senior Exhibition 2024
NSU Juried Exhibition 2023
MEEC Exhibition 2023
FITCE 2022

LANGUAGES: English | Spanish

CONTACT:

galehidalgo7@gmail.com
(754) 308-9175

GABRIEL A. HIDALGO

EDUCATION

Bachelor's Degree of Arts

2021 - 2024

Nova Southeastern University

Graphic Designer

26 California Wholesale

2025 | PRESENT

- **Spearheaded the redesign of product packaging for 30+ SKU lines**, ensuring 100% manufacturing compliance while increasing shelf-appeal and digital engagement.
- **Optimized e-commerce visual strategy by integrating high-fidelity product imagery into AIS platforms**, contributing to a 30% increase in online customer conversion.
- **Collaborate in the conceptualization and launch of new products** by curating color palettes, shapes, and design features—blending market research with creative direction to drive consumer appeal and brand innovation.

Lead Graphic Designer

Island Daze

2023 - 2025

- **Directing end-to-end creative strategy and mentoring junior design staff** to maintain visual excellence across all brand touch points.
- **Engineered a streamlined production workflow with overseas manufacturers**, reducing design-to-production lead times by 20% through precision-engineered print-ready files.

Graphic Designer

NSU Advancement Office

2022 - 2023

- **Developed data-driven visual assets for donor-focused campaigns**, collaborating with marketing teams to track performance and boost donor reach through optimized accessibility.

Production Assistant: Puffing Iron

R&R Studios

2021

- **Managed high-pressure on-set logistics for cast and crew**, overseeing equipment deployment and operational scheduling to maintain a seamless production timeline.
- **Partnered with the Art Director to execute complex mise-en-scène**; sourced critical production assets and managed on-set materials to ensure 100% alignment with the film's creative aesthetic.
- **Streamlined pre-production workflows by managing master calendars**, digitizing storyboard assets, and facilitating cross-departmental communication to ensure project milestones were met.

ARTIST & GRAPHIC DESIGNER

Scan the code to see portfolio
or use the link below:

<https://gabrielhidalgo.myportfolio.com/work>

