

CHRIS GONZALEZ

Resume



Experience

Creative Director (Mar 2023 – Oct 2025)

Art Director (Mar 2019 – Mar 2023)

Section

2019 – 2025 | Remote / New York, NY

- Led creative direction for new video course products.
- Recruited, trained, and led a 20-person motion graphics team to deliver cohesive, brand-aligned creative across multiple projects.
- Created standardized motion templates and implemented AI-driven production workflows, reducing course production time from 8 weeks to 2 while maintaining quality and consistency.
- Partnered with executives, marketers, and designers to ensure brand-aligned creative output.

Freelance Animator

Bold Voice

May 2024 | Remote / New York, NY

- Animated marketing videos for their app distributed on the Apple App Store and Google Play.
- Collaborated with Bold Voice's creative team, translating provided storyboard and designed frame assets into cohesive motion sequences.

Motion Graphic Artist

L2 Inc. (Gartner)

Jul 2014 – Mar 2019 | New York, NY

- Lead motion graphic artist for CEO's "Winners and Losers" web series, producing four years of brand-elevating content.
- Designed motion graphics for campaigns, research, live events, and executive presentations.
- Maintained consistent, brand-aligned visuals under tight deadlines.

Motion Graphic Artist / Video Editor

Freelance Motion Graphics & Video Production

2013 – 2014 | New York, NY

- Produced and edited motion graphics for NYC clients in healthcare consulting and lifestyle industries.
- Delivered projects under tight deadlines while aligning visuals with client branding.

Video Producer / Editor / Motion Graphic Artist

Glynlyon

2011 – 2013 | Chandler, AZ

- Produced, shot, and edited video content for K–12 e-learning products.
- Designed animations and motion graphics to enhance course materials.

Education

2012 – 2013 • **Bachelor of Arts (BA), Film Production**
Collins College

2010 – 2011 • **Associate of Arts (AA), Video Production**
Collins College

2005 – 2009 • **Associate of Arts (AA), Radio and Television Broadcasting**
San Antonio College

About Me

Creative leader with 14 years of experience leading brand storytelling, motion design, and AI-enabled production pipelines. Built and led high-performing teams, launched video course products and web series, and turned emerging technology into a competitive advantage—introducing AI avatars and code to automate animation without sacrificing craft. Equal parts strategic and hands-on; I set the vision, pitch the work, and roll up my sleeves to deliver.

Skills

- Creative Direction
- Art Direction
- Motion Graphics
- Brand Storytelling
- Video Production
- Team Leadership
- Cross-Functional Collaboration
- AI-Enabled Production Pipelines
- Code-Driven Motion
- Emerging Technology Integration
- Project Management
- Creative Problem-Solving

Software

ChatGPT (AI)



HeyGen (AI)



After Effects



Premiere



Photoshop



Illustrator



References available upon request

Contact

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