



ANA CECILIA GONZALEZ

SENIOR GRAPHIC DESIGNER | VISUAL COMMUNICATIONS | PRESENTATION DESIGN | AI CREATIVE WORKFLOWS



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PROFESSIONAL SUMMARY

Dynamic Senior Graphic Designer and Art Director with 20+ years of experience delivering high-impact visual communications for leading brands. I specialize in executive presentation design, brand systems, campaign development, and AI-enhanced creative workflows. Proven ability to partner with cross-functional teams, translate complex ideas into compelling visual stories, and deliver creative solutions that support business goals and drive results.

EXPERTISE

- Executive Presentation Design
- Art Direction
- Brand Stewardship
- Visual Storytelling
- Adobe Creative Cloud
- PowerPoint (Expert)
- AI Creative Workflows
- Print & Production
- Creative Strategy
- Cross-functional Collaboration
- Project Management

EDUCATION

BACHELOR OF ART

Art Institute of Ft. Lauderdale, FL

ASSOCIATE OF ART COMPUTER GRAPHICS

International Fine Arts College, Miami FL

GRAPHIC DESIGN DEGREE

Institute of Design, Caracas, Venezuela

TOOLS & TECH

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE LIGHTROOM

MICROSOFT POWERPOINT (ADVANCED)

MICROSOFT WORD

ARTIFICIAL INTELLIGENCE TOOLS

PROFESSIONAL EXPERIENCE

NORWEGIAN CRUISE LINE SENIOR GRAPHIC DESIGNER

2024 - PRESENT

- Lead the delivery of 20-30 high-impact creative projects monthly across print, presentations, digital, menus, promotional campaigns, and onboard communications.
- Partner with 20+ internal teams including marketing, sales, operations, and executive leadership to develop strategic visual communications.
- Design executive-level presentations and business communications for leadership and key stakeholders.
- Serve as brand steward, ensuring consistency and elevated execution across all customer touchpoints.
- Manage multiple priorities and tight deadlines while maintaining exceptional quality and attention to detail.

FREELANCER - CONTRACTOR SENIOR GRAPHIC DESIGNER

2023 - 2024

- Delivered presentations, campaigns, and promotional materials for public and private clients.

A+E NETWORKS LATIN AMERICA SENIOR GRAPHIC DESIGNER

2017 - 2023

- Developed and delivered approximately 6 executive and ad sales presentations per month for Latin American and Brazilian markets.
- Created sales-driven presentations that supported client acquisition and contributed to ad sales revenue.
- Collaborated with sales, marketing, on-air, digital, and creative services teams for brands including History, A&E, Lifetime, H2, and global clients such as Disney, Coca-Cola, Chanel, Samsung, Walmart, Volkswagen, Ford, Norwegian Cruise Line and more.
- Managed graphic assets, PowerPoint templates, logos, and brand guidelines for multiple channels.

VITAGRAPHICS.NET ART DIRECTOR (PARTNER)

2007 - 2017

- Co-owned and managed a graphic design and printing agency serving premium brands including Johnnie Walker, Crown Royal, Buchanan's, and Jack Daniel's.
- Led creative direction, client relationships, vendor negotiations, budgeting, and production oversight.
- Managed budgets, timelines, and quality control to ensure profitability and client satisfaction.
- Directed and mentored a team of 2-3 designers and creative contributors.

ACCENTMARKETING SENIOR GRAPHIC DESIGNER

2003-2007

- Designed national award-winning advertising campaigns for clients including General Motors, Chevrolet, Pontiac, GMC, Cadillac, Sprint, and the United States Navy.
- Collaborated with the creative team to develop long-term strategies and innovative ideas for agency clients.

SELECTED HIGHLIGHTS

20+ YEARS

in visual communications and art direction.

TRUSTED

by global brands in hospitality, entertainment, and corporate sectors.

EXECUTIVE

presentations that support business goals and drive results.

AI TOOLS

to enhance ideation, efficiency, and innovation.