

Melissa Gonzalez

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I BUILD BRANDS PEOPLE FEEL

I'm a creative who turns ideas into full-scale brand experiences. From first concept to final execution, I lead campaigns that live across digital, social, film, retail, and real-world environments.

I've spent the last decade shaping global campaigns, directing shoots, building teams, and creating work that connects visually, emotionally, and culturally.

WHAT I DO BEST

- Lead 360° campaigns from idea to execution
- Direct photo & video shoots (concept, set, final edit)
- Build and mentor creative teams
- Translate strategy into compelling visual storytelling
- Create cohesive brand worlds across every touchpoint

SKILLS & EXPERTISE

Concept Development • AI-Assisted Ideation • AI-Assisted Image creation • Brand Storytelling • Omnichannel Campaigns • Digital • Social Media • Experiential • Activations • Graphic Design • Packaging • Client Presentations • Motion Direction • Adobe Creative Suite • Figma • Post Production • Set Direction • Photo Editing Direction

EDUCATION

Pratt Institute — BFA, Communication Design
Bauhaus University — Study Abroad

RECOGNITION

ADDY Awards (National, Regional, NY)
Communication Arts • Shorty Awards
Hermes • W3 • REGGIE • Summit • Communicator

LET'S MAKE SOMETHING GREAT

EXPERIENCE

LG ELECTRONICS

Creative Director | 2020–2025

ACD | 2016–2020

- Led creative across global campaigns, building integrated brand stories that spanned digital, social, TV, retail, and beyond
- Directed large-scale productions—from lifestyle shoots to product storytelling—owning every detail from casting to post
- Drove more inclusive casting and storytelling across campaigns
- Built and mentored a team of designers while pushing the brand forward creatively
- Led a creative team of 6

AKQA

Art Director | 2014–2016

- Concepted and executed campaigns for retail environments, bringing ideas to life through photography, print, and OOH for Verizon Wireless
- Led small creative teams and ensured high-level execution across all deliverables

IMG/WME

Senior Designer | 2013–2014

- Designed for large-scale global events and brand activations
- Brought brands to life across stadiums, environments, and live experiences

MOMENTUM WORLDWIDE

Art Director | 2010–2013

- Created campaigns in the spirits space—from seasonal ideas to full brand platforms, the brands included: Stoli, Solerno, Tullamore Due, Hudson Whiskey, and more
- Directed shoots, designed packaging, and helped shape yearly campaign direction
- Worked on large scale experiential campaigns for American Express

MAJOR LEAGUE SOCCER

Designer | 2009–2010

- Worked on league-wide campaigns, experiential events, and broadcast campaigns

G2 BRANDING & DESIGN

Junior Designer | 2007–2009

- Started my career building campaigns, collaborating across teams, and helping win new business in the spirits world for brands like: Absolut, Plymouth, Heineken, Amstel, and more