

MULTIMEDIA DESIGNER

JUAN-MARCOS GOMEZ

PROFILE

Creative professional with a proven track record of delivering high-impact visual content across digital and print media. Skilled in multimedia design, visual communication, and web development to elevate brand identity and audience engagement.

EXPERIENCE

MULTIMEDIA DESIGN SPECIALIST

Gunderlin LTD | Reported to: CFO | 2024–2025

- Developed and enforced new brand guidelines for Gunderlin LTD from the ground up, ensuring a modern, consistent visual identity across all print and digital materials and improving internal and external brand recognition.
- Revamped the company's outdated website design, implementing modern UI/UX best practices and responsive design to create a sleek, user-friendly interface – a redesign that significantly improved page load times and visitor engagement.

GRAPHIC DESIGNER

MSP Media Network (Sub. OITVOIP) | Reported to: Creative Director | 2022–2024

- Defined and documented comprehensive brand guidelines for MSP Media Network and its various shows/podcasts, establishing a consistent and recognizable visual style across all content and platforms.
- Illustrated the official event mascot and designed branding for MSPGeekcon, a major tech conference (500+ attendees), including logos and merchandise design. These efforts boosted the event's brand recognition and enhanced attendee engagement, contributing to a successful conference identity.
- Partnered with industry-leading companies (e.g. ConnectWise, Kaseya) to create co-branded graphics and webinar materials, and edited video interviews using Premiere Pro to ensure polished, high-quality production for special interviews and webinars – strengthening partner relationships and professionalism in content delivery.
- Produced 100+ digital marketing assets (social media graphics, infographics, web banners) using Adobe Creative Suite and Canva, which increased online engagement and ensured a cohesive brand presence across social media and web channels.

GRAPHIC DESIGNER

OITVOIP | Reported to: CEO | 2019–2022

- Collaborated with marketing and executive leadership to develop a cohesive brand identity across all channels, utilizing Adobe Creative Suite to ensure consistent and high-impact visual communications.
- Produced and executed multimedia content for live-stream events and virtual conferences, including YouTube thumbnails, video overlays, and podcast graphics—contributing to over 8,000 live views and significantly boosting community engagement and global brand visibility.
- Maintained the company's website using WordPress, implementing front-end design updates that improved navigation and UX/UI consistency with the brand (contributing to a more intuitive user experience and higher site engagement).
- Designed 20+ original merchandise items—including apparel, booth displays, and promotional swag—and launched a branded Shopify store with 30+ products, establishing a new revenue stream while boosting brand visibility and community engagement.

CONTACT

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Portfolio: jmgcreative.net

SKILLS

- Brand Design
- Social Media Marketing
- Inbound Marketing
- Youtube/Podcast Branding
- Video Editing
- UI/UX Design
- Content Creation
- Front-End Web Development
- Visual Arts & Production
- Merchandise design
- Client-Facing Sales & Consultations
- Lead Generation & Prospecting
- Cross-Department Collaboration
- Team-Oriented Mindset

TOOLS & TECH

Marketing & Sales Platforms:

HubSpot, Google Workspace, Office 365, Zoom, Stream Yard, Restream, Shopify

Design & Creative Tools:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Canva, Procreate, Wix Studio, WordPress, Figma

Communication & Collaboration:

Slack, Microsoft Teams, Discord, Dropbox, Trello, ClickUp, Wrike.

EDUCATION

HubSpot Academy — 2024

Inbound Marketing Certification

Miami Lakes Educational Center —

2016–2020

LANGUAGES

English – Native proficiency

Spanish – Fluent

REFERENCES

Available upon request.