

CHARLOTTE GOMEZ

Art director, designer, illustrator, and motion graphic artist based in Los Angeles

charlotte-gomez.com
charlottehgomez@gmail.com

skills

art direction
graphic design
motion design
print design
package design
brand design
web design
UI Design
illustration
project management
team management
social media strategy
HTML/CSS

programs

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Adobe Premiere
Adobe Dreamweaver
Figma
Spark AR
G Suite
Keynote
Powerpoint

education

BA Graphic Design
Cal Poly Pomona 2014

present

BuzzFeed - 9 years
Design Director

I have led BuzzFeed's Los Angeles design division for over 6 years. My responsibilities include art direction of editorial projects and branded products, developing design systems for brands, preparing creative briefs, coordinating creative strategy, and leading a team of illustrators, motion artists, and graphic designers. I also facilitate complex workflows between designers and stakeholders.

I'm a hands-on creative, and have contributed a large breadth of illustration, motion, and design work to BuzzFeed projects, large and small.

In addition to creative work, I am an enthusiastic people manager. During my time at BuzzFeed, I have emphasized building trust and mutual respect with my reports, created new opportunities for their career growth, instilled best practices for our day-to-day work, and pushed our team's visual standards ever higher.

2020

Joe Biden For President - 2 months
Freelance Animator

I art directed, illustrated, and animated two videos for the Joe Biden Campaign: *Unburdened* and *Equity vs. Equality*. I worked with directors on the Biden Digital team to concept imagery around Kamala Harris speeches and interviews, create storyboards for stakeholders, and execute finished animations within abbreviated timelines (sometimes less than a week).

2018

NBCUniversal - Winter 2018
Design Lead for NBC's Winter Olympics Snapchat Channel

I was selected to be a part of the 16-person team of BuzzFeed creators sent to cover the 2018 Winter Olympics in Pyeongchang, South Korea. I acted as the Design Lead, establishing the look of NBC's channel, creating original illustrated content, and taking part in strategic brainstorming to boost our traffic.

2015

BuzzFeed
Illustrator

Prior to my art director role, I was an individual contributor on BuzzFeed's editorial art team. I participated in brainstorming for written and illustrated content, created visuals for original projects, and developed branding for editorial initiatives. I also created social content for dozens of BuzzFeed Facebook, Instagram, & Snapchat accounts.

2012

Freelance - 12 years
Designer, Illustrator, & Animator

I have created design and illustration work for various clients throughout my career. These projects have ranged from editorial illustration (The Washington Post, NBC News), to animated shorts (Joe Biden For President Campaign), to consumer packaging (Anheuser-Busch).