



BETH WORMALD GONZALEZ

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ABOUT BETH

Creative and detail-oriented graphic designer with 15+ years of experience crafting and producing branding and marketing assets for diverse industries. Known for blending strategic thinking with clean, impactful visuals across print and digital platforms. Passionate about finding compelling and efficient design solutions to client goals.

PORTFOLIO

early-bird-design.com

TECHNICAL SKILLS

- **Adobe Illustrator CC and Adobe InDesign CC:** *layout, design, typography, print production, pre-press*
- **Photoshop CC:** *design, image retouching, pre-press*
- **Figma:** *basic skills in building prototypes and web designs*
- **Pre-press and 4-color printing process:** *solid knowledge and experience*
- **Intermediate level French and Spanish**

PREVIOUS ROLES

Senior Art Director

The Integer Group Dallas, TX

Art Director

DDB Worldwide Dallas, TX

Art Director

Vitality Magazine Dallas TX

EDUCATION

Trinity University *Bachelor of Arts
French | Communication*

EXPERIENCE

Freelance Graphic Designer Early Bird Design DALLAS/AUSTIN

Remote work • 15+ years - **current**

MANAGE PROJECTS FROM CONCEPT TO PRODUCTION

- **Develop marketing and branding for a variety of sectors:** home technology, healthcare, B2B | B2C, real estate, food/beverage, education, retail, water filtration, transportation
- **Current freelance clients:** Health Bank One, HomePro, Organicare, Fluent Productions, Heyday Real Estate
- **Design:** logos, business cards, brochures, promotional materials, presentations, multi-page documents, packaging, direct mail, info-graphics, POS | POP, outdoor boards, book cover design, web design, digital ads, digital renderings, social media graphics, digital billboards, PowerPoint presentations

Graphic Designer Health Bank One AUSTIN

Remote contract position • January 2025 - present

CONCEPT | DESIGN | PRODUCE MARKETING ASSETS

- **Create assets for B2B and B2C markets:** brochures, 1-pagers, social media images, die-cut handouts, slide decks. Manage brand assets: business cards, brand standards
- **Design web pages, digital elements and prototypes in Figma**

Senior Designer HomePro Home Technologies AUSTIN

Remote contract position • 2016 - present

CONCEPT | DESIGN | PRODUCE MARKETING ASSETS

- **Create customer- and builder-facing marketing assets and collateral for use in the field by sales team and technicians:** booklets, flyers, brochures, presentations, stickers, tags, etc.
- **Maintain brand consistency across all materials company-wide**

Design Lead Bexa AUSTIN

Remote contract position • Aug 2023 - May 2025

DESIGNED | PRODUCED MARKETING ASSETS

- **Created engaging B2B | B2C marketing materials that improved brand visibility and sales team support, resulting in a 90% exam completion rate:** flyers, postcards, mailers, digital assets, brochures, white papers, swag, newsletters, etc.
- **Worked as part of the Marketing Team to ensure all assets were compelling, effective and created on schedule**