



DAYLEN GONZALEZ

Brand Strategy • Visual Identity • Creative Direction • Packaging • Marketing Campaigns

407.243.7036 • daysinegraphics@gmail.com • www.behance.net/daylen • Orlando, FL

ABOUT ME

“Senior Brand Designer and Creative Director with 13+ years of experience leading brand identity, packaging, product launches, e-commerce creative, and integrated marketing campaigns for multi-location retail and consumer brands. Led creative development across 7+ in-house brands and supported a multi-channel business generating approximately \$1M+ in monthly online sales. Experienced in translating business objectives into cohesive brand systems and campaigns spanning packaging, digital, retail, email campaigns, photography, and content.”

SKILLS

BRAND & CREATIVE

Brand Strategy • Visual Identity • Art Direction • Campaign Development

PACKAGING & PRODUCT

Packaging Design • Label Design • Product Branding • Product Launches

DIGITAL & E-COMMERCE

Email Marketing • Digital Advertising • Social Content • Web Graphics

PRODUCTION

Photography • Retouching • Print Production • Asset Management

SOFTWARE

- ADOBE ILLUSTRATOR
- PROCREATE
- ADOBE PHOTOSHOP
- CANVA
- ADOBE INDESIGN
- LIGHTROOM

PROFESSIONAL EXPERIENCE

SENIOR BRAND DESIGNER | CREATIVE DIRECTOR | PACKAGING | E-COMMERCE

May. 2013 - Jul. 2026

CORONA CIGAR COMPANY.

Owned the creative direction for one of Florida's largest premium cigar retailers, supporting 6 retail locations, eCommerce, wholesale, and brand marketing initiatives.

SELECTED ACHIEVEMENTS

- Led creative direction and execution across 6 retail locations, e-commerce, wholesale, and brand marketing initiatives, serving as the final creative decision-maker for major brand and marketing projects.
- Mentored and guided other designers while managing creative projects from concept through production and delivery.
- Led creative development for 7+ in-house brands, establishing visual direction across packaging, digital, retail, and marketing channels.
- Presented creative concepts and strategic recommendations directly to the business owner, translating business objectives into cohesive brand and marketing initiatives.
- Managed creative production budgets and selected, sourced, and coordinated external vendors, printers, photographers, and other production partners.
- Directed product photography, image editing, retouching, and digital asset organization while ensuring consistent brand presentation across channels.
- Oversaw production and inventory coordination for catalogs, packaging, promotional materials, and product initiatives, helping ensure creative projects were aligned with product availability and business needs.





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PROFESSIONAL EXPERIENCE

PROJECT MANAGER | BRAND DESIGNER

Oct. 2012 - Mar. 2013

DIGITAL PROPAGANDA INC.

Developed visual identities and designed brochures, print advertisements, direct mail campaigns, and corporate branding materials for a diverse portfolio of clients across multiple industries.

MARKETING DESIGNER

Mar. 2012 - Oct. 2012

GLOBE HOME WARRANTY & HOME RUN DINING,

Developed marketing collateral, advertising campaigns, promotional materials, retail print assets, and branded calendars that strengthened brand visibility and supported sales initiatives.

ART DIRECTOR

Nov. 2009 - Nov. 2010

UPBEAT SENIOR MAGAZINE (remote)

Directed the creative design and production of Upbeat Senior magazine, overseeing publication layout while designing advertisements, editorial pages, and website graphics to support print and digital engagement.

GRAPHIC DESIGNER

Oct. 2008 - Jul. 2011

PRINT MIX (freelance | remote)

Created brand identities and a wide range of print marketing materials—including logos, brochures, flyers, signage, posters, and advertisements—while managing prepress file preparation and coordinating with commercial print vendors to ensure high-quality production.

EDUCATION

ADVANCED GRAPHIC DESIGN DIPLOMA, 2008.

The Art Institute of Toronto, Toronto, ON.

CAREER SNAPSHOT

13+

YEARS EXPERIENCE

\$1M+

MONTHLY ONLINE SALES SUPPORTED

100S

PRODUCTS FEATURED IN CATALOGS

MULTIPLE

BRANDS & PRODUCT LINES

SOCIAL CHANNELS

INSTAGRAM

www.instagram.com/daysign.graphics.ink

LINKEDIN

www.linkedin.com/in/daylen

FACEBOOK

www.facebook.com/daysine.graphics