

# Laura Gonsalves

## CONTACT

670 Monterey Blvd #12  
San Francisco, Ca 94127

(415) 309 4085

[lauragonsalves10@gmail.com](mailto:lauragonsalves10@gmail.com)

[www.lauragonsalves.com](http://www.lauragonsalves.com)

## SKILLS

- Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Acrobat Pro
- Microsoft Windows, Outlook, Word, Excel, and PowerPoint
- Photography • Retouching • Project Management • User Experience
- Farnsworth-Munsell 100 Hue Test: Superior Color Discrimination - Perfect Score

## EXPERIENCE

### **WGT Media, Inc., San Francisco, Ca**

*Digital Marketing Designer* | January 2013 — Present

- Designing web pages and assets for community site, flash banners, and designing print layouts.
- Photoshop retouching, color-correction, and post production of assets for in-game and community website.
- Creating 150+ mockups of global brands for the Business Development team to deliver to clients. They include Allianz, Glenmorangie, Google Play, Hilton, Jack Daniels, Lexus, MasterCard, Michelin, Nike, Pebble Beach, Rolex, Samsung Galaxy, Starbucks, and Transamerica.
- Designing Sales Deck presentation for Sponsorship Sales staff to deliver to potential clients.
- Designed and produced all golf and baseball house-ads for bi-monthly releases.
- Icon creation.
- Managing and maintaining color-correction standards.
- Experience following brand guidelines and specs.
- Tablet and mobile (iOS/Android) UX design testing.

### **WGT Media, Inc., San Francisco, Ca**

*Senior Production Artist* | March 2008 — Present

- Retouching and post production work of all twenty-one WGT golf courses.
- Designed and implemented in-game aerial-maps for golf courses.
- Managed a team of outsourced contractors for retouching and masking work.
- Improved efficiency by reducing production time, of new golf courses, from 18 months to 4 months within the first two years of employment.
- Mastered in-house software for virtual golf game production.
- GPS alignment, object and avatar preparation.

### **NativeStyle Jewelry**

*Owner and Designer* | 2011

- Started a part-time business selling handmade jewelry online. Responsible for jewelry design, purchases, marketing, photography, shipping and receiving, customer service, maintaining website, and media outlets such as Facebook, Pinterest, and Etsy.

### **Laura (Baker) Gonsalves Designs**

*Freelance Digital Media Designer* | since 2003

- Event planning, invitations, retouching, color correcting, and bound photo albums. Web site creation, redesign and maintenance. Logo design, CD Cover/Cases, brochures, business cards, and promotional material.

## EDUCATION

San Francisco State University, San Francisco, Ca

BA in Industrial Art with a concentration in Visual Communication | 2007

- Member, Epsilon Pi Tau | International Honor Society for Professions in Technology
- Member, AIGA | American Institute of Graphic Arts, San Francisco Chapter
- User Experience (UX) | Certificate, 2013
- Digital Marketing Management | Certificate, 2013