

CONTACT

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GABBY 
GONZAGA
ART DIRECTOR

SHINY THINGS

ADC Gold Cube
ADC Silver Cube
ADC Bronze Cube
Webby Winner
Webby People's Choice
Shorty Awards Winner
Effie Silver
Clio Awards Bronze
Cannes Shortlist
D&AD Shortlist
One Show Merit x2
AICP Next Shortlist

PRESS

The Today Show
Muse by Clio
Adweek Ad of the Day
Shots Ad of the Day
LBB Online
CNET
Little Black Book

ODD JOBS & SKILLS

Face Painter
Style Specialist
Asst. Taekwondo Instructor
Content Creation
Branding
Design
Strategy
Adobe Suite:
Photoshop
Illustrator
After Effects
Premiere
InDesign
Lightroom

ART DIRECTION EXPERIENCE

MCCANN NY

Art Director | 09/2022 - Current

Pitched and developed a launch campaign for Snapdragon (Qualcomm). Oversaw day-to-day creative on a range of campaigns for the New York Lottery, developing hundreds of assets across social, digital, print, and OOH. Defined the visual identity of several brands by creating comprehensive brand guidelines.

Jr. Art Director | 04/2021 - 09/2022

Developed work from concept to execution across mediums, including print, OOH, digital, and experiential, for New York Lottery, Qualcomm, SAS, Hornitos and Instax.

HAVAS ATLANTA

Freelance Art Director | 01/2021 - 04/2021

Worked closely with creative teams on social campaigns for Coke, Diet Coke, and 3M.

TBWA\CHIAT\DAY

Art Direction Intern | 10/2020 - 12/2020

Assisted creative teams on campaigns for the brands Portal From Facebook, Bubby sparkling water, Abbott, and FAGE.

OTHER EXPERIENCE

LEGAL WRITER / EDITOR

08/2017- 12/2020

Worked with two different firms, writing arguments to secure visas for creatives in the "extraordinary ability" category. Drafted highly detailed documents to refute the United States Immigration Service's visa denials. Also line edited a high volume of documents written by attorneys, paralegals, and freelance writers, securing visas for numerous international creatives.

Drafted enough art director cases to convince myself to become an art director.

EDUCATION

MIAMI AD SCHOOL, NEW YORK

Art Direction Portfolio Program | DEC 2020

Courses included: Digital Imaging, Vector Imaging, Motion Graphics, Typography, Digital Photography, Ideas Presentation, Digital Campaigns, Interactive Concepting

RUTGERS NEW BRUNSWICK, NJ

Bachelor of Arts in English Literature