



Gonzalo Godinez

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Skateboard Design Captain America

The design was created using only
typographic elements





LI Hops Craft beer magazine layout

Created for the avid craft beer consumer in mind. Magazine is printed bi-monthly



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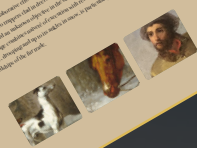
Art Exhibit Booklet American History

This booklet was created as part of an art curatorial project with selected pieces from American History.

Trappers



Artist: J. M. W. Turner
Date: 1840
Medium: Oil on canvas
Dimensions: 21 1/2 x 29 1/2 in (54.6 x 75 cm)
Credit Line: The Metropolitan Museum of Art



Rainy Day in Camp



Artist: Winslow Homer
Date: 1875
Medium: Oil on canvas
Dimensions: 21 1/2 x 29 1/2 in (54.6 x 75 cm)
Credit Line: The Metropolitan Museum of Art



Lives and Landscapes of Americans Through the Ages

Curated by
Gonzalo Godinez

Talking It Over



Artist: Frank Weston Benson
Date: 1890
Medium: Oil on canvas
Dimensions: 21 1/2 x 29 1/2 in (54.6 x 75 cm)
Credit Line: The Metropolitan Museum of Art





D'Addario Magazine spread ad

Two page magazine spread showcasing the endurance and quality of the N.Y. made strings





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"Saltwater Tough"
www.toddusa.com

Todd USA Design Product catalog

Twenty four page catalog created for
Todd USA a subsidiary of Chemtainer Ind.



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Portrait and Product Photography

Dance costumes catalog photo-shoot
Bandai Gundam product photography



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Saudade App UX Design

Saudade is an app that provides users the tools necessary to follow a more balanced and healthier mental wellbeing.





Stationery Business Cards

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world.

Employee Notebooks



Letterhead



Business Card



Standard size Envelope



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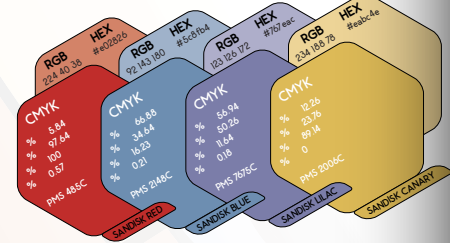
Colors – Branding and Background

When using the Sandisk logo it should always be used in a manner consistent with these guidelines. So Mark, Sandisk Name and Logo is not to be changed in height or width.

Within the Sandisk Design Guidelines and to provide an aesthetic balance between documents and to lend an overall product consistency. Color is also within the system providing a clear visual code-making a visual distinction one set of product literature from another. To the right is the Sandisk color palette. When creating Sandisk literature choose appropriate colors from this selection. The palette is divided into three categories.

The first is the Sandisk corporate red. The second category consists of colors associated with specific product groups. The last category consists of general color that can be applied where the corporate color or product line colors may not be appropriate. Colors are defined as CMYK, RGB, HEX, PMS, and Pantone.

Whenever possible the Sandisk red should always be printed as PMS 485, as well as the other colors. Do not mix colors from this palette with an official PANTONE swatch-book or a calibrated CMYK color chart.



Clear space. Minimum size

We all need some space and our logo is no different. Clear space around the logo amplifies its significance and enhances its appearance. To preserve its visual integrity and avoid diminishing its impact, it must never be crowded by extraneous elements such as text, photography, background patterns, or other symbols or logos. In all print applications, please surround the logo type with at least the minimum amount of clear space as shown by this diagram. Minimum size for legibility do not reproduce this logo smaller than indicated in this diagram.

Clear space

The logo must always have a clearance equal to at least 50% of the "T" height all around

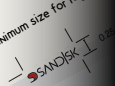


Minimum size

Minimum size for logo logo-type and tagline



Minimum size for logo logo-type and tagline



Sandisk Re-branding Branding Book

Sandisk corporation re-branding project updating the future of data storage.



MASH & BREW

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MASH & BREW

Mash & Brew Social Arcade/Brewery

Developed for gamers who suffer from social anxiety. A place where they feel no pressure from their daily lives - **Live the Experience**





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My Vision

Create great achievements in design, never stop moving forward. Smash the boundaries of creativity and evolve.

Proficiency



Freelance

Centereach, New York

Photography/Editor

Dance catalog photo shoot
(Imagenationphotography.net)
- 2019

Computer/Mat Cutter installer

HPA & Framing
- 2015

Web-design

Goldenrenovationsinc.com
- 2014

HPA & Framing

Bridgehampton, New York

Framing Department

- 2014/18

Custom art framer
Computerized mat cutter
Large format printer
Image color correction
Multi-image photo merge
Photo large bed scanner
B&W/Color negative scanner

Chemtainer Industries

West Babylon, New York

Sr. Graphic Designer

- 2002-08

Logo design (subsidiaries)
Catalog layout
Company advertising
Product photographer
Web site maintenance
Multimedia creator (Online)
Brochure production
Video editor

Education

Farmingdale State College

Farmingdale, New York - Visual Communications / Bachelors of Technology Dec. 2020

Other Skills

Full knowledge of Windows 10, Apple OS X Catalina and IOS operating platforms
MS Office suite, translator and fluent in the Spanish language.