

# Carolina González

Brand Developer · Packaging Design · Creative Direction

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**Packaging Designer and Creative Director with 7+ years of experience in branding and packaging design turning strategic thinking into design that works.**

## Professional Experience

### Happer

Founder & Creative Director · Jan 2013 – July 2018

Founded and directed Happer for 5 years, delivering market research, branding, packaging, advertising, campaigns and digital projects for 40+ clients across food, retail, fashion, sustainability, and finance.

- Developed and implemented SOPs for branding processes, improving efficiency and reducing typical brand identity development timelines from 5 weeks to 2–3 weeks while maintaining strategic depth, design quality, and attention to detail.
- Directed creative work mentoring a team of 6+ graphic designers.
- For Villarreal División Equipos (VDE), one of Mexico's leading companies in water optimization and renewable energy solutions, developed 10+ new brands from naming to visual identity, including Enerwell and Alzac. Drove cross-functional collaboration and brand stewardship across VDE's brand portfolio, maintaining consistency across existing brands while creating new systems designed for market fit.
- Created brand and packaging work for CPG and retail clients, including Tim Hortons Mexico and M de Maní. Developed custom iconography for Tim Hortons' Mexico launch to communicate the fusion of Mexican and Canadian cultures, and redesigned M de Maní's peanut butter packaging across brand standards, print production requirements, and Mexico's NOM-051 front-of-pack labeling requirements.

### University of Illinois Urbana-Champaign

Teaching Assistant · Sep 2019 – May 2020

- Conducted two undergraduate classes in graphic design, guiding students through portfolio development, typography, visual systems, and design critique.

### Research Assistant (Brand Strategy & Web Design)

Sep 2018 – May 2019

- Led brand redesign and website redesign for Ninth Letter literary magazine. Developed visual identity system, improved UX/UI, and executed an effective brand strategy.

### Pentagram Austin

Design Intern · Jun 2015 – Aug 2016

- Contributed to identity, editorial, and digital projects for clients including Texas Monthly magazine and The Contemporary Austin.

## Education

### University of Illinois Urbana-Champaign

Master of Fine Arts · Aug 2018 – May 2020

- Completed the 3-year MFA program in 2 years with a 3.94 GPA. Developed an MFA thesis on how startup brands can effectively engage with their audiences through storytelling on Instagram, focusing on visual content, narrative consistency, and audience engagement.

### Universidad de Monterrey (UEM)

Bachelor of Graphic Design · Aug 2010 – May 2015

- Concentration in Packaging. Received the Best Thesis Project Award.

## Recognitions & Awards

### Petullo Fellowship

University of Illinois Urbana-Champaign · May 2018

- Awarded to outstanding graduate students in Art + Design (MFA).

### A! Design Awards 1st Place

- Packaging · Nov 2015

### UEM Distinguished Student Award & Scholarship

Universidad de Monterrey · May 2012

- Awarded for the best academic average in the class, distinguished leadership, and strong academic performance.

## Tools

Adobe Creative Suite · Illustrator · Photoshop · InDesign · Figma · Lightroom · Canva

## Core Skills

Brand Identity · Brand Strategy · Packaging Design · Naming & Positioning · Creative Problem Solving · Creative Direction  
Art Direction · Editorial Design · UX Design · Campaign Design · Print Production · Attention to Detail