

Carolina González

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

Professional Experience

Kinday 2026

- Designed and developed Kinday, an IOS app for my own use as a mom, to organize household tasks and everyday family responsibilities.

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 website redesign for Ninth Letter literary magazine, developing a visual identity system that improved UX/UI and usability.

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.
- Created 10+ brands from naming through visual identity for Villarreal División Equipos (VDE), one of Mexico's leading companies in water optimization and renewable energy solutions, including Enerwell and Alzac. Led cross-functional collaboration and brand stewardship across the portfolio, ensuring consistency across established brands while developing new identity systems tailored to distinct markets and audiences.
- 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.

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.
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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 3.95 GPA. Completed an MFA thesis research examining how startup brands can engage audiences through storytelling on Instagram, with a focus 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.
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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.
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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