



Andrea Gonzalez

Details

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Profile

I am a creative and versatile designer with a deep passion for all things design-related. With an outgoing personality and strong analytical and creative problem-solving skills, I excel in diverse environments and collaborate effectively with varied teams. My experience spans sign-making, digital printing, product design, graphic design, and fashion design. In recent years, I have focused on designing lifestyle products and toys for children, where I've successfully merged creativity with functionality to create products that are both engaging, practical, and joyful. Sustainability is a key consideration in my design process, as I strive to incorporate eco-friendly materials and practices into my work. I have a proven track record of managing complex projects from concept to completion, consistently capturing and interpreting the client's vision through creative insights. With exceptional communication skills, a strong work ethic, and a self-motivated mindset, I am dedicated to maintaining high standards of performance and delivering impactful results.

Work Experience



Product Developer at Olli Ella Byron Bay May 2021 - Currently employed

- Designing and developing kids toys and lifestyle products.
- Creating new products from concept to finalization, aligning with branding and product guidelines
- Creating and managing tech packs, ensuring accuracy in specifications, sample status, and care labels.
- Providing drawing and sketching of product design and textiles.
- Maintaining clear and timely communication with suppliers and factories.
- Working within timelines of the critical path to ensure product and collection is completed in full.
- Tracking and planning development to meet the critical path and ensure DIFOT (Delivery In Full On Time).
- Ensuring global compliance through testing, packaging, and documentation.
- Monitor production progress and quality standards.
- Support the creation of all product trims including but not limited to packaging design, labels, trims.
- Source sustainable materials and environmentally friendly suppliers
- Providing technical drawings for design registration.



Freelancer - Jahie/Ciroa/Ciroa Beauty September 2023 - Current.

-Work in the creation and illustration of a diverse range of products, including houseware, kitchenware, hand bags, and body care products. Collaborate with the team to develop product concepts, providing detailed illustrations and technical packaging. Focus on delivering visually appealing, functional designs that meet both aesthetic and production requirements, ensuring seamless transition from concept to manufacturing.



Production Assistant at Printspot Group Murwillumbah October 2020 - Casual

- Signage production, signage vinyl prep/application, general Ad-Hoc and design

Work Experience



Production Assistant at Spike Design Australia

August 2020 - October 2021 - 2 month project

- Signage production, signage vinyl prep/application and design



Art Department Coordinator at Decorative Events and Exhibitions

February 2016 - August 2020

- Graphic design and printing
- Reading and interpreting production drawings and specs
- In house and on site installation of vinyl graphics
- Vinyl cutting, weeding, taping and applying
- Mounting and laminating
- Setting up files and operating CNC machine
- Managed media, vinyl, ink and sign supply inventories
- Work along project managers
- Project managing, quoting when required
- Work directly with clients
- Managed project schedules to guarantee client and design needs were met on time
- Prioritised workload and effectively coordinated multiple projects
- Training new employees

Skills

Attention to detail
Problem Solving
Punctual and Dependable
Strong Work Ethic
Multitasking
Teamwork
Leadership



Technical Skills

Computer

Illustrator, Photoshop and Procreate

Flexi Sign, Roland VersaWork

SIMPRO

Microsoft Office Suite

Equipment

Roland LEJ-640, Roland EJ-640, Roland VP-540

Laminator

CNC Router

Education

English
Spanish
Portuguese



Product Design Engineering - Bachelor Degree

2005-2007

EAFIT University - Colombia

Fashion Design - Bachelor Degree

2007-2011

Universidad Autonoma de Manizales - Colombia

Indesign - Certificate

2012

Advance Diploma of Management

2013-2014

Academies Australasia

3M Car Wrapping Course

2016

Interests



Kayaking



Traveling



Reading



Drawing



Music



Photography

References



Michael Fulton - Production Manager at Alchemy co.

Former supervisor

0400 799 317

Frances Kyrikos - Head of Product at Olli Ella

Colleague

0404 051 774

Manda Epton - CEO, Founder and Designer at Maud and Lil Organic Cotton Toys

Colleague

0415 969 296