

ABOUT ME



RYAN GONZALES

Designer | Visual Storyteller | Veteran

MILITARY SERVICE

United States Marine Corps
1997-2001

I served our country as a U.S. Marine from 1997-2001. I began my military career as a CH-46E Helicopter Mechanic, and joined the Air Crew in 2000. I served with HMM-261 on New River Air Station, NC.

While with HMM-261 I worked as a Flight Line Artist - where I was commissioned to paint nose art on many of the squadron's helicopters, and painted a mural on the Flight Line Entrance.



Versatile and highly creative graphic designer with over 20 years of experience in digital and studio art, specializing in responsive web design, branding, 3D modeling, and large-format print production. Proficient in leading design teams, building client relationships, and developing custom solutions across platforms. Veteran and educator with a unique blend of artistic skill, technical knowledge, and leadership experience.

EDUCATION

Owego Free Academy Class of 1995

I attended Owego Free Academy in Owego, NY for High School as an art major. While here I had the opportunity to study drawing, painting, printmaking, photography, studio art and commercial art and design.

NYSSA Class of 1994

I was blessed with the opportunity to attend New York State Summer School of the Arts at SUNY Fredonia in 1994 where I studied Figure Studies, and Sculpture. While here I also worked briefly in pottery throwing with world famous artist David McDonald.

Keiser University Lakeland, FL - AS Graphic Design

I attended Keiser University in Lakeland, FL from 2003 - 2005 where I received an AS in Graphic Design.

SUNY Oneonta Oneonta, NY - BS Digital & Studio Art

I attended SUNY Oneonta in Oneonta, NY from 2023 - 2025 where I received a BS in Digital and Studio Art.

CONTACT ME

 +1 (607)221-7895

 gonzales7776@gmail.com



portfolio.oneontasignsandgraphics.com



St. Petersburg, Florida



EXPERIENCE

WORK HISTORY

Creative Genius Design

Freelance - President

2004-2007

CGD represented my first professional design experience. As a young freelancer I was hungry and pursued every design opportunity I could. This lead me down the web development path, where I learned to code in HTML, CSS, .js, .php and MySQL by hand. In addition to honing my print design skills working on logo and business card designs, and page layout while working with clients like "Woman To Woman" Magazine.

The Sign Gallery

Graphic Designer/Production Artist

2004-2006

The Sign Gallery is where I first got bit by the vinyl bug. It would turn out to be a life altering period in my career. While at TSG I mastered working in Photoshop to edit raster-based images and mastered working in vector art for the creation of cut vinyl graphics, and large format printing - which was still in its infancy. I also learned how to make various signs - from dimensional lettering to cut vinyl lettering.

Sign-A-Rama

Graphic Designer/Production Artist

2006-2007

Sign-A-Rama headhunted me as a designer because of my experience in designing signage and vehicle wraps for the Large Format Print industry.

The American Legion Dept. of FL

Creative Director

2007-2013

As the Creative Director for The American Legion Department of Florida I was responsible for every aspect of the organizations brand identity. I brought the organization into the 21st century with a total rebuild of their websites, but I was also responsible for designs from Billboards, to vehicle wraps, from video presentations and program magazines for their conventions, to t-shirt and business card designs.

I developed and implemented the first CyberPost, a social network specific to The American Legion - which has been recreated across every state in the nation. I became the National Spokesperson for the American Legion National HQ and was featured in many advertising pieces such as "A Pledge to Service".

SKILLS

Hard Skills

Sign Design, Fabrication & Installation

Vehicle Wrap Design, Fabrication & Installation

Large Format Digital Printing

Logo Design Canva

Web Design SolidWorks

Page Layout Microsoft Office

Drawing 3D Modeling

Painting 3D Printing

Adobe Illustrator Laser Engraving

Adobe Photoshop Social Media Marketing

Adobe Premiere Marketing

Adobe After Effects SEO

Adobe InDesign Shopify

Corel Draw Joomla

Flexi Wordpress

Procreate

Cinema 4D

ZBrush

Figma

Soft Skills

Languages

Business Management HTML

Public Speaking CSS

Leadership SASS

Communication LESS

Teaching JavaScript

Sales Liquid

PHP

Awards

Ida B. Well Intellectuism Award

SUNY Oneonta, 2025

Symposiums & Presentations

Art & Art History Symposium

SUNY Oneonta May 2, 2025

"Water, Life, and the Living Brush"

"Painted Cycladic Figurine And The Rock

Hound: An Exploration In Stone

Sculpture"

EXPERIENCE

WORK HISTORY CONTINUED

Keiser University Lakeland, FL

Adjunct Instructor

2007-2012

I worked as an adjunct instructor for Keiser University in Lakeland, FL where I had established a reputation as an excellent designer, freelance and sign guy. I got my feet wet teaching young adults the skills required to be successful in the Graphic Design field. Teaching courses such as Intro to Design, Page Layout, Photo Editing and Illustration amongst others.

Distinguished By Design/GSI

President

2013-2016

In 2013 I struck out on my own again, and began designing for many clients in the Orlando, FL & Tampa, FL areas. I brought on both The American Legion, and American Legion Auxiliary as clients. This is where I first developed my relationship with Checkers Fast Food, where I designed much of their training collateral and handbooks. I continued to develop my web design and development skills while at DBD. In 2014 DBD bought Graphic Systems Installers, and I found myself in charge of the largest company I had run to date. Specializing in Signage, Vehicle Wraps, Vinyl Graphics, and Large Format Graphics I was back in my element. Here I began to work with several national brands and agencies including: Duncan Channon, Engage, Zag Marketing, StubHub, the Detroit Tigers, Tinsley Creative, USF, UCF, Torch Relay, Linder Industrial Machinery, the City of Lakeland, and many more.

The Wood Bat Factory

District Manager/Marketing Director

2020-2023

While at The Wood Bat Factory in Cooperstown, NY I completely redesigned their e-commerce website, and learned the .liquid programming language. Additionally I updated their laser engraving program to create truly beautiful artwork laser engraved onto wood baseball bats. This led to the TWBF becoming the sole bat provider for the Cooperstown All Star Village. During the Summer of 2023 I designed the entire bat program for CASV and under my direction we shaped their trophy bat program for the foreseeable future. During this time frame we designed, engraved and painted several thousand bats for CASV customers.

Oneonta Signs & Graphics

President/CEO

2023-2025

Specializing in Large Format Printing and Vehicle Graphics I again ventured into entrepreneurship while finishing up my Bachelor's Degree.

