

Rosbitt Gonzalez (He/Him)

CAD Designer II

Ore Designs | Salt Lake City, UT | Jul 2025–Present

Design and develop high-end architectural products across various applications and environments, translating complex concepts into manufacturable products. Take ownership of large-scale, high-detail custom projects, serving as the primary technical point of contact. Lead design review meetings to approve CAD teams models and drawings before entering production. Collaborate with executive leadership, sales, project managers, fabricators, and external architects to deliver design solutions aligned with original client intent. Recent projects include custom work for major infrastructure redevelopments, new construction, and international design collaborations.

Graphic Designer

Chip Cookies | Salt Lake City, UT | Nov 2024–Aug 2025

Lead all brand and visual design efforts across digital, print, and physical touchpoints as the sole in-house designer. Manage the development of marketing campaigns, social content, website assets, and franchise materials, ensuring cohesive brand storytelling. Balancing strategic direction with hands-on execution in close collaboration with marketing and leadership.

Motion Graphic Designer (Contract)

University of Utah College of Architecture + Planning
Salt Lake City, UT | Jan–May 2025

Collaborated closely with the Assistant Director of Communications and the Chair of the Multidisciplinary Design program to develop and refine motion design concepts for the school's evolving brand identity. Focused on animating the iconmark and exploring broader applications across digital platforms. Created a series of visual studies in Cavalry that tested motion behaviors, transitions, and treatments for potential use in web, video, and promotional content.

Junior Designer (Contract)

Studio Michael Aberman | Salt Lake City, UT | Jan–May 2024

Contributed to the design and fabrication of an exhibition celebrating the 20th Anniversary of DesignBuildUTAH. Developed exhibit identity, print collateral, and signage, while also assisting in the physical build out of the exhibition environment to ensure alignment between concept and final execution, elevating the overall attendee experience.

Senior Designer, Project Manager

Romo Granite | Salt Lake City, UT | Jan 2016–Mar 2024

Oversaw all visual design and branding efforts while managing end-to-end client project workflows. Developed marketing materials, interior design presentations, and digital assets. Directed a sales team that exceeded performance goals for four consecutive years. Managed production schedules, procurement, and cross-team coordination to improve operational efficiency.

Focus

Multidisciplinary design, industrial design, multimedia design, branding and identity design, photography, motion design, creative direction, product design, UI/UX design, exhibit design, editorial design, design research

Hard Skills

Adobe Suite (Illustrator, InDesign, Photoshop, Lightroom, Premier), Figma, Cavalry, Glyphs 3, Microsoft Office Suite, AI integrations, Python, HTML/CSS, Matlab, SolidWorks (CSWP certified), rapid prototyping (3D printing, laser cutting, CNC machining, woodworking), machine sewing and embroidery, screen printing

Soft Skills

Problem solver, detail oriented, self-motivated, organized, collaborative, fast learner, dependable, clear communicator, focused, adaptable

Education

B.S. Multidisciplinary Design
University of Utah College of Architecture + Planning | April 2025

Exhibitions

20 Years of DesignBuild in Utah
AIA Utah | April 2024

Epicenter Design Exhibit in
Collaboration with Green River, UT
Salt Lake Design Week | October 2023

Contact

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Based in Salt Lake City, Utah
Open to remote and relocation