

Gordon Gao

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SENIOR DESIGNER — Brand / Visual · Web / Digital · Motion / Video · Packaging

I ship clean work across brand, web, motion, and packaging. I'm the person you give a messy brief to when you need something clear, on-brand, and ready to publish or print. I've supported **15+ brands**, built **systems and templates** that keep teams moving, and delivered work tied to real outcomes: **\$167K on \$13K spend, 48K+ views**, and a site refresh that supported a **\$250K sales month**.

Proof

- **\$167K** revenue on **\$13K spend** from a targeted video push
- **48K+** views on a short-form campaign in **3** days
- Contributed to a redesign that supported a **\$250K** sales month
- **50+** assets shipped across static + motion in fast cycles

EXPERIENCE

Designer (Brand / Web / Motion) + Video Editor | **WeRoar** · Jul 2024 – Apr 2025

Produced high-volume digital content across web, social, email, and campaigns for **15+ brands**

- Designed and produced creative across **16+ brands**: campaign systems, web pages, paid assets, and motion.
- Built modular **Figma components** and layout blocks for repeatable pages and clean handoff.
- Produced **50+** assets across static + motion; created short-form and campaign visuals used in paid and organic.
- Led a targeted video push that returned **\$167K on \$13K spend**; standardized exports so future variants shipped faster.
- Built internal workflow tools (including AI-assisted helpers) to reduce repetitive work and speed decisions without losing quality.

In-House Designer → Retained Partner | **Daniel Chocolates** · Nov 2021 – Present

Started as an in-house designer, then continued as a freelance partner supporting packaging, branding, and marketing content.

Worked across **brand, product, packaging, and marketing**.

- Owned packaging and visual systems across **seasonal lines, gifting sets, and B2B collections**; delivered **vendor-ready** files with **prepress** discipline.
- Designed and updated **web pages** for **launches and promotions**; created **ecommerce visuals** for **email and social**.
- Directed **product photography** and created **campaign visuals** used across **digital** and **print**.
- Kept the **brand consistent** across **physical packaging** and **digital channels** through **templates, libraries, and tight standards**.

In-House Designer | **Almond Tree Media** · Apr 2021 – Nov 2022

- Designed two **full** websites from layout to **dev-ready** files (Figma/XD) and partnered with developers for implementation.
- Produced **brochures, signage, menus, and brand templates** for real estate and tech clients.
- Directed and edited photo/video content used across **200+ listings** and campaign channels.
- Built **templates** and **trained** team members on consistency, delivery standards, and file discipline.

EDUCATION

Master of Industrial Design - **Pratt Institute** 2015 – 2018 | Brooklyn, NY

Certificate – Communication Design Essentials - **Emily Carr University + BCIT** 2019 - 2020 | Vancouver, BC

AI Infrastructure and Operations Fundamentals - **NVIDIA** 2024

SKILLS & TOOLS

Brand systems: identity rollouts, guidelines, templates, asset kits, consistency at scale

Digital: landing pages, email/social assets, ecommerce visuals, web hierarchy and responsive layout thinking

Motion/video: short-form editing, typographic motion, cutdowns, export/versioning systems

Packaging/print: dielines, prepress basics, vendor handoff, production QA

Workflow: file naming/version control, asset libraries, fast iteration, stakeholder feedback cycles