

Gordon Gao

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SENIOR DESIGNER

Brand, web and motion · **AI workflows & deployment**

Senior designer turning unclear marketing needs into **clear, production-ready creative** across brand systems, campaigns, web, motion, packaging and product imagery. Supported **16+ brands** and produced **60+ static and motion assets**. I build reusable systems across physical and digital touchpoints, using **AI-assisted workflows** for design, implementation and deployment with human review and QA.

SELECTED PROOF

- **Gordon, More or Less:** directed AI-assisted planning, design, writing, implementation and deployment of a portfolio AI guide with a **Framer frontend, Cloudflare backend, guardrails and QA**.
- Supported **16+ brands** across **60+ assets** spanning web, paid/social, email, motion and product imagery.
- Created a paid-ad video for **The Wellness Company** that the team reported generated **\$167K in sales** in its first two weeks.
- Developed the complete **1775 Coffee Cybertruck wrap template** and production artwork with the fabricator, then carried the campaign across web, social, email and video.
- Designed the **Coulson Capital parent-brand identity and WordPress site** from Figma through launch with reusable page structures across digital and physical applications.
- Edited a documented 1775 Coffee Instagram collaboration in **CapCut** that reached **48K+ views in three days**.
- Own recurring **seasonal and everyday catalogues**, packaging, product photography, ecommerce assets and vendor-ready production for **Daniel Chocolates**.

EXPERIENCE

Graphic Designer & Video Editor | WeRoar / Coulson Capital | Jul 2024 - Apr 2025

Brand Systems · Campaigns · Web / Digital · Motion / Video · AI-Assisted Production

- Turned loose briefs into **campaign systems, landing pages, paid/social assets, email/web creative and motion** across a fast moving multi-brand environment.
- Built reusable **Figma components, templates, asset libraries and export/versioning standards** for faster cross-channel rollout and clean handoff.
- Produced static and video advertising for The Wellness Company and product/campaign creative for 1775 Coffee; managed stakeholder feedback, revisions and final delivery.
- Used **ChatGPT, Claude, Midjourney, Firefly, Runway and Sora** for controlled exploration with human review.

In-House Designer / Freelance Partner | Daniel Chocolates | Nov 2021 - Present

In-house: Nov 2021 - Jan 2023 | Freelance: Jan 2023 - Present

- Design and update **seasonal and everyday wholesale catalogues in InDesign**, managing changing product information, imagery, ordering details and print/digital files.
- Create **packaging, dielines and vendor-ready artwork** across seasonal, gifting, tourism and B2B work; coordinate prepress, proofs, revisions and production details.
- Shoot and retouch **product photography** for catalogues, packaging, ecommerce, email and social; build reusable page structures and asset libraries.
- Fabricated **20 vacuum-formed chocolate moulds** from a supplied sculpted model for a restaurant's Sakura afternoon tea at the Fairmont in downtown Vancouver.

In-House Designer | Almond Tree Media

- Designed **two websites in Figma / Adobe XD** and collaborated with developers through implementation.
- Created **brochures, signage, menus, presentations and brand templates** for real-estate, technology, hospitality and local business clients.
- Produced photo/video and managed client feedback, revisions and production handoff; worked with print vendors across **small and large format output** including storefront vinyl.

EDUCATION

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

Bachelor in Industrial Design - Macau University of Science and Technology | 2010 - 2014

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

AI Infrastructure and Operations Fundamentals - NVIDIA | 2024

SKILLS & TOOLS

Brand + campaigns: visual identity, campaigns, typography, presentations, templates and asset systems

Digital + web: Figma, WordPress, Framer, Webflow, Squarespace, Wix, responsive layouts, ecommerce and developer handoff

Production + content: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, CapCut, product photography, packaging, prepress, small and large format print and storefront vinyl

Workflow + AI: AI-assisted implementation and deployment, Cloudflare, guardrails and QA; version control, vendor handoff; ChatGPT, Claude, Midjourney, Firefly, Runway, Sora; human review