

MATTHEW D. GONZALEZ

Graphic Designer | Creative Media Specialist

Harlingen, TX
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PROFESSIONAL SUMMARY

Creative Media Specialist with 18 years of experience supporting schools and organizations through graphic design, photography, video production, and digital media. Skilled in creating promotional materials, publications, event photography, and visual content for educational programs and campus initiatives. Currently serving as a Graphic Designer at South Texas College, creating print and digital materials for multiple departments and supporting a variety of publication and promotional projects.

PROFESSIONAL EXPERIENCE

South Texas College

June 2026 – Present

Graphic Designer (Temporary, via PeopleReady)

- Create print and digital materials for different departments.
- Design promotional flyers and marketing materials for campus departments.
- Create draft redesign concepts for the Popular Annual Financial Report (PAFR).
- Format and update large publications, including the Monthly Activity Report.
- Work with different departments to make updates and revisions.

Harlingen CISD — Lee H. Means Fine Arts Academy

September 2008 – July 2026

Paraprofessional • Media Program Coordinator • Photography Instructor

- Coordinate and lead student media projects through the campus Media Club, guiding students in photography, video production, and interviewing.
- Photograph and produce media content for school events, including performances, award ceremonies, graduations, and community events.
- Create promotional materials, flyers, programs, and digital content for campus initiatives.
- Assist with photography enrichment programs and student creative projects.
- Capture, edit, and organize photo and video content for school communications and publications.
- Collaborate with teachers, administrators, and staff to support campus events and visual communication efforts.
- Support daily student supervision, campus activities, and educational programs.

Port Isabel South Padre Press

April 2005 – July 2008

Graphic Designer

- Designed newspaper layouts, advertisements, and print-ready marketing materials.
- Assisted with page layout, digital imaging, and print production workflows.
- Collaborated with customers and staff to develop advertising and visual content.
- Worked within publication deadlines to support weekly production schedules.

Advanced Call Center Technologies

November 2002 – May 2004

Customer Service Representative / Fraud Prevention

- Assisted customers with fraud prevention and account security
- Helped process account closures, replacements, and authorizations
- Provided customer support and handled account-related issues over the phone

MSN Technical Support

- Provided technical support for Microsoft MSN Internet customers via telephone.
- Assisted customers with internet connectivity, software installation, and email configuration.
- Diagnosed and resolved technical issues while maintaining high customer service standards.

S K I L L S

SOFTWARE	DESIGN & PRODUCTION	COMMUNICATION & PROJECTS
• Adobe Premiere Pro • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Capture One • Microsoft Office Suite • Google Workspace	• Graphic Design • Publication Design • Print Design • Print Production • Document Layout • Digital Content Creation • Digital Photography • Photo Editing • Video Production • Yearbook Design & Production	• Promotional Materials • Event Photography • Visual Communication • Student Media Projects • Project Coordination • Customer Service

E D U C A T I O N

Bachelor of Fine Arts (BFA) — Art / Studio Art

2021 – Present

The University of Texas Rio Grande Valley

Associate of Applied Science (A.A.S.) — Digital Imaging Technology

2001 – 2004

Texas State Technical College