

Ana Maria Gormaz

Design Principal

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 Brooklyn, New York

PROFESSIONAL EXPERIENCE

Via | Design Principal, Marketing

Nov 2018 - Present

- Oversee a multidisciplinary team of up to 6 designers, to deliver fully integrated 360° campaigns for global public transit agencies (King County, Miami-Dade County) and private-sector clients (ASML, Meta, Columbia, NYU) requiring high-fidelity, localized and brand-integrated assets spanning brand identity, landing pages, vehicle wraps, and print collateral.
- Drove record ridership of 400K+ weekly rides to strengthen market position for IPO by working cross-functionally across Creative and Growth teams to execute paid social ad campaigns and community engagement initiatives.
- Directed the development and rollout of brand guidelines, ensuring consistent implementation across growth, product and sales teams while elevating overall brand visibility and cohesion.
- Built evergreen, scalable creative systems for service launch campaigns, increasing efficiency to meet highly-constrained marketing budgets.

Iconix Brand Group | Art Director

Feb 2016 - Nov 2018

- Designed collateral and digital media content for top-tier global fashion brands (Umbro, Danskin, Starter, Pony, Badgley Mischka, Ed Hardy, Rampage, and Ecko)
- Art directed on-set integrated media campaign shoots from conception to launch, including scouting locations and organizing talent (i.e., models, photographers, hair, and makeup).
- Collaborated with the marketing team to conceptualize strategies as well as with the product team to upkeep brand identities (e.g., design packaging, style guides, and brand books).
- Strategized to maintain brand identity relevance (design packaging, style guides, and brand books) by collaborating with the product and marketing team to drive tens of millions of in-store and online sales.

AMG Estudio | Founder, Creative Director

Dec 2007 - Nov 2018

- Developed comprehensive brand and design systems for small businesses, guiding projects from concept through launch.
- Co-founded and designed brand identity for mobile fashion app REVUU, delivering daily editorials from top fashion sources.
- Designed and launched an e-commerce site for a fashion accessories brand, enhancing online visibility and sales potential.
- Created the website for Sierra Organics, an international quinoa brand, aligning digital presence with global market positioning.
- Redefined the digital experience for a men's fashion line, elevating the brand's website to reflect a more premium aesthetic.

Rainbow | Art Director & Graphic Designer

Nov 2008 - Dec 2015

- Concepted and art directed 12 annual photo shoots (\$20K budgets), leading crews of up to 10 and delivering final retouched, print-ready assets for national in-store campaigns.
- Designed large-format environmental graphics for 1,000+ retail locations, including 7 ft roll-up banners, window displays, POP signage, wall graphics, endcaps, floor decals, and seasonal promotional displays.
- Launched and grew multi-brand social channels to 170K+ followers through strategic campaign development and fashion-focused content creation.

StrawberryFrog | Art Director Intern

Aug 2008 - Oct 2008

- Collaborated with the creative team to concept and develop integrated campaigns for food, technology, and insurance clients; created pitch decks and key campaign assets to support new business and marketing initiatives.

EDUCATION

Savannah College of Art and Design

BFA, Advertising Design
2004-2008

KEY TECH STACK

Adobe CS:
Photoshop, Illustrator, InDesign
Lightroom, After Effects
Figma
Canva
Monday.com
Trello
Google Suite
Slack
Microsoft Office
AI tools:
Gemini, Topaz Labs, Adobe
Firefly, Nano Banana, Chat GPT

SKILLS

Team Leadership
Concept Development
Brand Identity
360 Marketing Campaigns
Pitch Deck Design
Brand Strategy
Project Management
Art Direction
Packaging Design
Photoshoot Production
Production Design
Retouching
Photography

LANGUAGES

English: Fluent
Spanish: Native