

# LYDIA I GONZALES

3D ARTIST ● VISUAL DESIGNER ● EXHIBIT DESIGNER

## CONTACT

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## EDUCATION

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2020 - 2023

New Mexico Highlands University - Media Arts and Technology BFA - Multimedia & Interactivity

2012 - 2018

New Mexico Highlands University - Bachelor of Arts and Science - Sociology - Minor in Marketing

## SKILLS

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**PROFESSIONAL SKILLS** Project Management | Presentation Skills | Excellent Communication | Critical Thinking | Punctuality | Organization Skills | Adaptability

**TECHNICAL SKILLS** Adobe Creative Suite | Digital Marketing Design | Logo Design | HTML Web Design | Graphic Design | Exhibit Design | Color Theory | Asana

## EXPERIENCE

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July 2023 - Present

Associate Tech Fab - Meow Wolf

- Works with Content Management Systems to update website, adjust layouts, and add functionality to meet University goals
- Ensures that all websites are following best practices for SEO, accessibility, and usability
- Work collaboratively to produce graphics for print and digital advertising, including long- and short-form print recruitment materials, out-of-home advertisements, digital banner advertisements, and more
- Work closely with the Marketing and Communications team on developing training and tutorial materials for faculty and staff
- Use Figma and Adobe XD to develop wireframes, including custom themes and unique functionality.

July 2023 - Present

Associate Tech Fab - Meow Wolf

- Developed and collaborated with artists and technical directors to develop interactive light and audio installations, enhancing visitor engagement
- Managed a complex tech inventory system, efficiently tracking over 200 different components for various art installations.
- Managed and processed Project Purchasing Requests (PPR) to fulfill tech requirements as laid out by a project's Tech System Documentation (TSD)
- Identify components and how they are used in exhibition projects to various stakeholders
- Organize and arrange shipments for site delivery

January 2023 - July 2023

Project Manager - Los Luceros Historic Site

- The Program for Interactive Cultural Technology (PICT) is a hands-on, full-semester program designed to prepare students for careers as multimedia professionals. This program worked with Los Luceros Historic site
- Managed 3 teams: Graphic Designers, Videographers, and Creative Technologists
- Monitored project progress and setting deadlines while sticking to our strict budget
- Build and develop the project team to ensure maximum performance, by providing purpose, direction, and motivation
- Gave stakeholders regular updates on strategy, changes, and progress on the project. Managed the project's documentation and files.

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## EXPERIENCE

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**August 2021 - January 2023**

**Tutor Aid - New Mexico Highlands University**

- Assisted Print Lab Manager print all content for Media Arts classes using big plotter printers and curating the end of the year show which showcased all work done for the semester.
- Assisted with creating and teaching lessons using Unity 3D and Blender 3D in an upper-level college course.
- Tutored students in the course, helping with 3D modeling, game design, and troubleshooting errors. Lead tutorials during in class with supervision from Professor.

**Summer 2022**

**Intern - Electric Playhouse Summer**

- Collaborated on the creation of digital and print design assets, including social media graphics, marketing collateral, presentations, and website elements.
- Designed menus for the main cafe, bar, and for any private parties.
- Conceptualized and executed a wide range of print and digital materials that supported customer retention.
- Managed multiple projects and deadlines in a fast-paced environment, ensuring timely delivery and maintaining brand consistency.
- Participated in collaborative learning sessions, workshops, and team-building activities to foster a positive and creative work environment.

**January 2021 - May 2021**

**PICT - Santa Fe Children's Museum**

- The Program for Interactive Cultural Technology (PICT) is a hands-on, full-semester program designed to prepare students for careers as multimedia professionals. PICT collaborated with the Santa Fe Children's Museum.
- I was a member of the Marketing team that designed pamphlets for the Grab & Grow Kits, designed a recipe book, and created illustrations for the museum. I designed the 'Three Sisters' illustrations that were used for the garden mural, the recipe book, and t-shirts for the gift shop.

## RECOGNITION

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**Spring 2023 - PICT Research Award**

**Fall 2020- Spring 2022 - NMHU Academic Honor Roll**

**Spring 2021- Spring 2023 - NMHU Deans List**

**Fall 2022 - Spring 2023 - SITE Santa Fe - SITE Scholar**

**November 2020 & April 2022**

Media Arts Student of the Month

## REFERENCES

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Eric Yakley / CTO / 503-686-4789

Miriam Langer /Professor /melanger@nmhu.edu

Mariah Fox Hausman / Professor / 305-302-8712