

MICHELLE GOMEZ

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PACKAGING DESIGNER

EXPERIENCE

My design journey has always been about more than just visuals — it's been about breaking barriers, pushing culture forward, and using design as a tool to connect, empower, and spark conversation. I specialize in creating impactful, visually striking solutions that connect with audiences and elevate brands.

PRODUCT DESIGNER | VOLUSPA | 2023

Generated production-ready files, print marketing collateral and POS signage. Responsible for communication with international vendors and leading the shipping, receiving, archiving, and organization of samples in a detailed and accurate manner. Designed and generated all PD decks, product overview sheets, mood/fragrance boards, and visual merch schematics. Increased online engagement through PR mailer seeding by 25% , a new company record.

INNOVATION LAB GRAPHIC DESIGNER | NIKE | 2022

Led the design of wearable technology in collaboration with the Nike Creative Team, overseeing wireframing, prototyping, and user testing to enhance user engagement and skin health awareness through advanced UI/UX principles.

FREELANCE BRAND DESIGNER | MIGO DESIGNS | 2018

Conceptualized and produced brand identities for small local businesses. Developed websites, business cards, and packaging to enhance brand presence. Helped clients build strong visual identities and connect with their audiences. Incleased tebsite foot traftc by 50% and brand awareness by 25%.

SKILLS

EXPERTISE

Attention to detail, presentation skills, rapid ideation and concepting, branding & identity, creative thinking, time management, organization

LANGUAGE

Spanish, fluent

SOFTWARE

Adobe Creative Cloud, Figma, Microsoft Suite, Cinema 4D, Midjourney

EDUCATION & CERTIFICATIONS

FOUNDATIONS OF PROJECT MANAGEMENT

Google | Issued Aug 2025

BFA, GRAPHIC DESIGN + DIGITAL MEDIA ACTION SPORTS EMPHASIS + MINOR IN PACKAGING DESIGN

Laguna College of Art + Design | 2018 - 2022

AWARDS

2023 | PRINT EXCELLENCE AWARD

2019 | GREEN DESIGN COMPETITION OF NATIONAL COLLEGE STUDENTS

2018 - 2022 | MERIT SCHOLAR @ Laguna College of Art + Design