

Andrés González

Creative lead. **Berlin.**



Contact

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Portfolio

andresgonzalez.studio

ABOUT ME

I believe as a creative one's life has to be rewarding intellectually and creatively. I consider myself an attentive listener therefore I am able to give, receive and implement feedback. I am always looking to educate myself further and expand my skill set.

EDUCATION

Master degree: Design Research

Bauhaus Foundation, Dessau, Germany
2016 - 2017

Bachelor degree: Industrial Design

Costa Rica Institute of Technology, San José, Costa Rica
2009 - 2014

LANGUAGES

Native **Spanish**

Expert **English**

Working on my **German**

WORK EXPERIENCE

CREATIVE LEAD / BRAND SYSTEMS

2022 - present · Choco · Berlin

Video content creation, marketing campaigns, photography, social media assets creation, brand development. Built the brand portal, Claude skills and an MCP server that put the brand in everyone's hands, AI tools included.

SENIOR DESIGNER / VIDEOGRAPHER

2018 - 2022 · Café Royal · Berlin

Video content creation and editing, photography, UX/UI design, social media assets creation, eCom campaigns.

FREELANCE GRAPHIC DESIGNER

2014 - 2018 · Selected projects

National Theater Company

Graphic design and audiovisual production.
Costa Rica · 2017

Natural Science Museum La Salle

"How do sharks swim": infographic and icon design, and UX/UI for the interactive adaptation.
Costa Rica · 2016

Jaguar Jungle & Folklorica

Pattern development and design.
Costa Rica · 2015

Colores de Mi Tierra

Brand design, jewelry brand Granate 27.
Costa Rica · 2014

SOFTWARE & AI SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Krea, Higgsfield

Sketch
Rhinceros 3D
Keyshot
V-Ray
Processing (basic)
3ds Max (basic)
Claude, Claude skills, MCP

PERSONAL INTERESTS

Audiovisual production
Poetry Emily Dickinson, Pablo Neruda
Reading Fredric Jameson, Esther Perel
Dancing Techno, salsa, anything really!
Cooking Breakfast eggs and veggies