Goncalo Gomes

Digital Media Designer

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Career Profile

Digital Media Designer with over seven years of experience creating content across the full creative spectrum — from social media assets and motion graphics to 3D design and video production. Having worked across a diverse portfolio of international brands, I bring a proven ability to adapt visual storytelling to different brand identities and audiences, while driving measurable results through strategic digital campaigns.

Experience

June 2023
On going

Digital Media Designer
Aspen Pumps Group

- Managed digital media design across 8 brands within the Aspen Pumps Group — including Unilite, Veto Pro Pac, JAVAC, 2Emme Clima, Big Foot Systems, Solflex, Pipelounge, and Aspen Pumps — maintaining a distinct visual identity for each.
- Developed social media assets and campaigns tailored to the identity and target audience of each brand, across all major platforms.
- Produced content across short and long formats, still imagery, and 3D assets, adapted for multiple international markets.
- Planned and executed digital marketing campaigns across the group's brand portfolio, driving increased revenue and brand visibility.
- Tracked and analysed social media metrics across multiple brand channels, using insights to continuously refine creative strategies.

June 2021
June 2023

Digital Media Designer
Unilite

- Developed brand-aligned social media assets across all major platforms, maintaining a cohesive and professional online presence.
- Produced content across short and long formats, still imagery, and 3D assets, tailored to diverse target audiences.
- Planned and executed digital marketing campaigns that drove a notable increase in revenue and brand visibility.
- Monitored social media metrics and used performance insights to continuously refine strategies and grow traffic and sales.

June 2021
On going

Producer & Digital Media Designer
Trade Legends Podcast

- Produced and edited short-form video snippets from main episodes, driving audience curiosity and engagement
- Created shareable content optimised for each social media platform
- Collaborated with brands to create meaningful marketing campaigns, enhancing the company's visibility
- Captured footage aligned with the brand's image and target audience.

Skills

Video Editing
Motion Graphics
Branding & Identity
Marketing Strategies
User Research & Testing
Still imagery
Videography
Digital Design
3D Design
UX/UI Design
HTML, CSS

Design Tools

After Effects
Premiere Pro
Illustrator
Photoshop
Adobe Lightroom
Cinema 4D
Blender
Adobe Xd
Higgsfield

Languages

English
Portuguese
Spanish

Soft Skills

Creative
Communication
Time management
Collaboration
Leadership
Team work
Problem Solving
Excellent organisation

Jan 2026
On going

Freelance Video Editor
OG Films

- Edit and produce event highlight videos from raw event footage, selecting the strongest moments to create compelling, high impact videos for OG Films' clients
- Create short form social content from event footage, optimised for Instagram Reels, TikTok, and YouTube Shorts
- Edit training videos and cohort videos, ensuring clear, engaging delivery of content for OG Films' client base
- Edit and produce long form content for the founder's personal YouTube channel, structuring episodes with strong pacing, motion graphics, and storytelling throughout
- Apply motion graphics, sound design, and colour grading across all formats to deliver polished, publish ready edits

Qualifications

Sept. 2018
April 2021

Graphic Design BA (Hons)
Coventry University, United Kingdom

Sept. 2014
July 2017

Professional Multimedia Technician Course
Escola Digital, Lisbon