

Leonel Gomez

Creative Director & Design Lead

Brand, editorial, and motion — art direction from concept to shipped, no handoff.

hello@leonelgomez.com · leonelgomez.com · craftly.studio · New York City, NY · Remote-friendly

Designer and creative director with 8+ years shaping brand identity, editorial systems, and motion for civic and community organizations. Founder of Craftly Studio; built and art-directed the DUSA report system (six years of annual, impact, and accomplishments books), the QLeague esports brand and magazine, and a 50-state illustrated voter guide. I own the whole arc — concept, system, and the build it ships in.

HIGHLIGHTS FOR THIS ROLE

- Art-directed 9 book-style DUSA reports (2017–2023) — the 2017 edition credits “Design: Leonel Gomez”.
- Full QLeague identity: logo system, 8-page editorial magazine, sponsorship decks, event collateral.
- Craftly Studio brand, and a 50-state illustrated voter guide with a reusable card system.
- Motion graphics + social (After Effects) alongside the print and editorial work.

2.1M+

Voters reached via GOTV

160k+

Registered to vote

3,647

Registered in one cycle

18+

QLeague events (NYC + DR)

DUSA organizational, 2017–2025

CORE SKILLS

DESIGN

Brand identity · Editorial & print · UI/UX & product design · Data visualization · Illustration (pseudo-3D) · Motion graphics · Illustrator · InDesign · After Effects · Photoshop · Figma · Canva

DEVELOPMENT

React · TypeScript · Vite · Tailwind CSS · shadcn/ui · Node · HTML/CSS/JS · Supabase (Postgres + RLS) · Stripe Connect · WordPress / Divi · SSL / DNS

DIRECTION

Founder & creative direction · Event production · Partnerships · Binational programming (US + DR)

DATA & CIVIC

US Census / ACS & Pew analysis · Tableau · GOTV strategy · Email marketing (Mailchimp / Brevo) · Salesforce CRM · SEO / SEM / PPC · A/B testing

EXPERIENCE

Founder — Craftly Studio

Jan 2025 – Present

Craftly Studio · New York City · Hybrid · Full-time

- Creative studio offering brand identity, web design + development, digital products, data visualization, and marketing.
- One person handles brand to build — no handoff, no account managers, no overhead.

Founder — RequestWave

Jan 2025 – Present

Craftly Studio · New York City · Remote · Full-time

- Designing and building a white-label client portal that agencies run under their own brand: intake, requests, approvals, and billing.
- Solo build across the whole stack: brand identity → product UI → multi-tenant Postgres with row-level security → Stripe Connect payments → transactional email.
- Front end in React + Vite + TypeScript + Tailwind + shadcn/ui; backend on Supabase; deployed on Netlify.

Director — QLeague (a Dominicanos USA program)

Oct 2019 – Jan 2025

Dominicanos USA · New York City + Dominican Republic · On-site · Full-time

- Founded and directed QLeague as a DUSA program — the first Dominican-American esports league — while also leading the organization's design, web, and email work; recognized by the Federación Dominicana de Deportes Electrónicos (FDDE).
- Designed the full brand identity — logo, visual system, sponsorship decks, editorial magazine — and built the standalone site at qleague.gg.
- Ran 18+ documented events across NYC and the DR (600+ youth reached), including a Microsoft Times Square launch and an international Street Fighter tournament with MenaRD, the Dominican world champion.
- Named personally as “director de Q-League” in a Dominican foreign-ministry (MIREX) press release, syndicated by Hoy Digital and El Universal.

Graphic Designer — DUSA

Mar 2019 – Jan 2025

Dominicanos USA · New York City · Remote · Full-time

- Lead designer for all funder- and public-facing visual output at NYC's leading Dominican-American nonprofit.
- Designed annual reports, financial reports, pitch decks, sponsorship packages, brochures, newsletters, and a 50-state voter guide with custom illustrations.
- Produced motion graphics, instructional videos, and social GIFs (After Effects); analyzed US Census and Pew Research data to produce civic infographics.
- Organized the annual DUSA Immersive Fair at Microsoft Experience Center NYC, held simultaneously in Santo Domingo (34 scholarships awarded, 2023 edition).

Email Marketing Specialist — DUSA

Mar 2019 – Mar 2021

Dominicanos USA · New York City · On-site · Full-time

- Managed contact lists and designed campaigns in Mailchimp; ran A/B tests (hyperlocal subject lines outperformed generic sends by 2× open rate).
- Led GOTV and Citizenship Event campaigns that reached 2.1M+ voters (DUSA organizational).
- Implemented SEO, SEM, and PPC strategies and managed Salesforce CRM for data-driven outreach.

Web Developer — DUSA

Mar 2017 – Feb 2019

Dominicanos USA · New York City · On-site · Part-time

- Managed front-end and back-end development on WordPress + the Divi framework, with monthly maintenance for events, news, and headlines.
- Handled SSL certificate and domain management across five web properties: dominicanosusa.org, qleague.gg, dusa.codes, dusa.tech, tucareer.org.

SELECTED WORK

DUSA report library (2017–2023)

Six years of annual, impact, and accomplishments reports plus Census 2020 outreach — now readable book-style with a design/data toolkit at leonelgomez.com/reports.

RequestWave

White-label, multi-tenant client portal for agencies — designed and built solo, brand to backend.

QLeague brand + magazine

Full identity system, editorial magazine, sponsorship decks, and qleague.gg for the first Dominican-American esports league.

Electorate-gap civic study

An ACS-sourced study of citizen voting-age population across NY's 26 districts, told as an animated data story.

RECOGNITION

AWARDS

Jane Kalmus Award, NYC Campaign Finance Board — won by the DUSA voter-registration team I was part of

NYC Votes Award, Highest Number of Registered Voters (NYC CFB) — a DUSA team award I contributed to

PRESS

Named personally — MIREX (Dominican foreign ministry, 2022)

DUSA civic work documented — NBC News, WNYC, The New York Times, Univision

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