



# COREY GERS

// art director //

708.539.1336

cgers1@gmail.com

COREYGERS.COM

-- let's chat --

-- follow me --



behance.net/  
coreygers



pinterest.com/  
coreygers



linkedin.com/in/  
coreygers



coroflot.com/  
cgers1



twitter.com/  
coreygers



instagram.com/  
cgers1



facebook.com/  
gersdesignstudio

## // EDUCATION

**MS, NEW MEDIA, Indiana University (IUPUI)** 2001-2002

- Web Design, UI/UX Design, Multimedia, 3D Animation, Video

**BA, JOURNALISM, Indiana University** 1995-1999

- Advertising, Visual Communications, Marketing, Design

## // SKILLS

Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver, Fireworks, Adobe CC, Maya, Wordpress

*Additional experience or education with:*

Premiere, After Effects, Lightroom, QuarkXpress, Corel Draw, 3D Studio Max, Director, MS Office, Responsive Web Design, Google Analytics, SEO, Drupal, Constant Contact, ExactTarget, MailChimp, OsCommerce, WooCommerce, HTML, CSS, XML, PHP, Action Script, Lingo

*Other skills:* photography, typography, pre-press & production on a variety of presses, 3D animation, video

## // AWARDS & PUBLICATIONS

- 2013 Communicator Award, Silver, Award of Distinction
- 2014 & 2016 PLZ Employee of the month
- 2015 Spray Magazine, April, Design featured on Cover

## // WORK EXPERIENCE

**SENIOR GRAPHIC DESIGNER // PLZ Aerospace**

*{North America's largest aerosol manufacturer}*

Addison, IL // 9/2009 - Present

- Rebranded company and products through conceptualization and creative execution of all print & digital communications
- Art directs and strategizes concepts to internal and freelance designers, web developers and photographers
- Manages pre-press, production and press checks on executed designs, sources outside print and paper vendors and helps pitch projects to clients
- Develops shopper marketing and integrated campaigns for retail and B2B accounts with projects consisting of: CPG packaging for 500+ products, EPA/FDA/GHS/NSF regulated labels, logos, brochures, sell sheets, advertising, FSI's, web design, banner ads, email blasts, social media, POP, trade shows, photography and brand guidelines
- Created private label packaging and marketing material for 1000+ clients
- Designed CPG packaging and marcom concepts for private label & distribution business which helped win multiple \$1,000,000+ accounts

**ART DIRECTOR // Creative Graphics Management**

*{A boutique design agency also referred to as CGM Chicago}*

Chicago, IL // 5/2005 - 9/2009

- Creator of integrated campaigns for teams & venues in the NBA, NFL, MLB, NHL, MLS, PGA, USTA, NASCAR, NCAA, SMI Racing, Arlington Race Track, Levy Restaurants, McCormick Place, Hyatt Hotel, Swissôtel
- Notable major event projects included the design of stadium branding for the: Democratic National Convention, Super Bowl, US Open, Pro All-Star & Playoff Games, NCAA Tournaments, Kentucky Derby, Wachovia Golf Championship, Grammy's, Pacific Life Open
- Built mock-ups, prototypes and 3D renderings for print & packaging
- Used Print Fusion & Online Printable Solutions to develop an interactive website allowing clients to create their own customized collateral
- Projects included: brand identity, sales kits, logos, packaging, invitations, advertising, catalogs, brochures, e-mail campaigns, websites, menus, banners, exhibit and retail signs, POP displays

**GRAPHIC DESIGNER // VSC Inc.**

*{Nationwide supplier of educational technology products}*

Novi, MI // 10/2004 - 5/2005

- Designed product catalogs, identity, brochures and e-commerce website

**GRAPHIC DESIGNER // Computer Builders Warehouse**

Warren, MI // 6/2003 - 10/2004

- Created shopper marketing campaigns for 100+ retail locations: POP, FSI's, coupons, banner ads, e-commerce sites, in-store signs, ads
- Designed multiple B2B websites, logos, advertising, corporate identity, sales kits and environmental / trade show graphics
- Directed & led web developers for e-commerce website

**ART DIRECTOR // WKLU 101.9 FM Radio**

*{Number one rated classic rock radio station}*

Indianapolis, IN // 1/2002 - 6/2003

- Created branding for new logo & identity with additional campaigns that included work on websites, marketing collateral, outdoor, vehicle graphics, apparel, promotional items and interactive CDs
- Photographed concerts and events including the Grateful Dead (and member bands), BB King, Wailers, Widespread Panic, String Cheese Incident, King Crimson, Indy 500

**GRAPHIC DESIGNER // Indiana Outdoor Advertising**

Indianapolis, IN // 6/1999 - 1/2002

- Created hundreds and hundreds of billboards, along with some other internal branding & identity

**GRAPHIC DESIGNER // Indiana Daily Student**

Bloomington, IN // 9/1997 - 8/1998

- Designed newspaper advertising and editorial graphics
- Learned old school paste-up & lightroom photo techniques

// did I mention . . . check out my portfolio at [coreygers.com](http://coreygers.com)