



Gerard Reyes

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415.902.2811

EXPERIENCE

Designer

BSTRO • *February 2017–September 2017*

- Designed, produced, and developed email, social media, and video marketing campaigns.
- Captured, designed, animated, edited, and produced video.
- Propped, styled, photographed, and retouched food & products.

Web Designer

Gymboree Corporation • *October 2013–March 2016*

- Designed, produced, and developed email and social media marketing.
- Designed and produced website visual assets.

Technical Producer

CBS Interactive • *May 2010–October 2013*

- Managed ad operation projects between design, development, product, and sales teams.
- Supported relationships between agencies, clients, vendors, and internal teams.
- Supported QA on digital assets and ad operations across multiple platforms.
- Trained sales teams on technical processes.

Senior Production Artist

True North Inc. • *December 2006–January 2009*

- Designed, produced, developed, and managed interactive online advertising projects.

EDUCATION

General Assembly • *Online* • **2016**

User Experience Circuit
HTML, CSS, & Web Design Circuit

University of Phoenix • *Online* • **2008–2010**

Information Systems

Academy of Art University • *San Francisco, CA* • **1999–2004**

BFA Computer Arts, New Media

California Polytechnic University • *San Luis Obispo, CA* • **1996–1999**

BS Computer Science

SKILLS

- Digital / Interactive / Motion / Product / Visual / UX Design
- Front End Development (HTML / CSS)
- Digital Marketing