



Gerard Reyes

gerard@gerardiki.com

415.902.2811

EXPERIENCE

Production Designer

Firewood • *March 2018–July 2020*

- Designed, produced, and developed digital marketing campaigns and print collateral.
- Produced motion graphics and edited video.
- Created wireframes, prototypes, and visual design for online tools.
- Created and maintained digital asset libraries, templates, and repositories.

Designer

BSTRO • *February 2017–September 2017*

- Designed, produced, and developed digital 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 layouts.

Technical Producer

CBS Interactive • *May 2010–October 2013*

- Managed internal ad operation projects with cross-functional teams.
- Supported relationships between agencies, clients, and vendors.
- Supported QA on digital assets 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.

Designer

Organic Inc. • *July 2004–October 2005*

- Designed, produced, and developed interactive online advertising and product demos.



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EXPERIENCE *continued*

Designer

TOTAL Creative • *June 2003–January 2004*

- Designed and produced templates and visual assets for websites and video.
- Authored CD/DVD-ROM projects.

Multimedia Production Artist

Imagicast • *January 2000–September 2001*

- Created information architecture and UI for a kiosk device.
- Implemented design templates into HTML pages.
- Designed, developed, and administered an asset management database.

CLIENTS

ABC, AMD, Apple, Autodesk, CBS, Disney, Facebook, FOX, Google, Gymboree, Intel, Johnson & Johnson, Levi's, LinkedIn, SEGA, VISA, YouTube

EDUCATION

Udemy • *Online* • **2019**

Project Management

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**

Computer Science

SKILLS

- Digital / Interactive / Motion / Product / Visual / UX Design
- Audio Production
- Front End Development (HTML / CSS)
- Project Management