Experience

Railroad Sock (Remote)

Multimedia Designer .... Jul. 2023 - Present

Responsible for helping to rebuild the brand for one of America's oldest sock companies (circa 1901). Duties include:

- *Product Photography & Video (Shooting & Editing)*
- *Image & Product Data Organization & Management*
- *Complete Print Catalog Design (60 pages)*
- *Web Design (Migrating & Redesigning for Shopify)*
- *Social Media & Brand Recognition*
- *Retail & Trade Show Displays, Flyers, **and more!***

Dee Zee, Inc. (Des Moines, IA)

Art Director .... Mar. 2015 - Jun. 2020

Graphic Designer .... Aug. 2012 - Mar. 2015

Graphic Design Intern .... Jun. 2012 - Aug. 2012

Over 8 years, developed from Intern to Art Director, responsible for the overall style of Dee Zee's branding:

- *Produced all printed materials, including the 200 page Annual Product Catalog Set*
- *Lead the planning, design, and execution of a 2700sq.ft. Annual Tradeshow Exhibit (SEMA, Las Vegas)*
- *Became an expert in organizing and shooting all Lifestyle Photography and Video (Ads, How-to's, & More)*
- *Kept skills up-to-date and expanded internal capabilities*
- *Helped guide & mentor fellow designer(s)*

Freelance Graphic Design .... Dec. 2011 - Present

Selected Clients: Railroad Sock, Ignition Advertising, City-Yield, CaskX, Speed Stagers, Dell (Nashville), Iowa Home Staging Alliance, Concrete Technologies, Inc.

Education

Iowa State University

**College of Design
(Ames, IA)** .... Aug. 2007 - May 2011

**ISU Study Abroad Program
(Rome, Italy)** .... Aug. 2011 - Dec. 2011

Bachelor of Fine Arts – Graphic Design

Skills

Adobe Creative Suite +

Highly Proficient

- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Lightroom Classic CC
- Adobe Premiere Pro CC
- Office (Word, Excel, Powerpoint)

Growing Proficiency

- Adobe After Effects CC
- Visual Studio Code (+GitHub)

Creative Skills

- Art Direction
- Typography
- Layouts / Editorial
- Photography (Shooting & Editing)
- Video (Filming & Editing)
- Branding / Identity
- Exhibition (Shows, Retail, Wayfinding)
- Retail Packaging
- Illustrations
- Photo Manipulation

Soft Skills

- Creative Problem Solving
- Planning / Organization / Production
- Teamwork / Communication
- Lifelong Learner
- Vendor & Client Relations
- Hands-On, Builder Mindset
- Flexible / Adaptable
- Initiative / Drive
- Ethics (Emotional Intelligence)

Growing

- Web Development
- Coding (HTML, CSS, SQL)
- Git Version Control
- Data Visualization

Always Learning. Always Growing.

That's not all, see my full history at:

mgearh.art/about