

Ulises Gerardo

Graphic Designer

CONTACT

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Website - www.skybounddesign.com

PROFESSIONAL EXPERIENCE

Skybound Design - Graphic Design Studio

Art Director/Graphic Designer - June 2014 to Present

Art director of a graphic design studio producing concept, design and layout of logos, packaging and production. Also working with themed entertainment architecture firms designing logos and signage for entertainment centers, restaurants and hotels.

KONAMI - Developer/Publisher of Console Games

Director of Creative Services - August 2007 to June 2014

Directed an internal team of creatives supporting the marketing, sales and social media groups with the design and production of all key art, game packaging and advertising for print & online. Generated the design and layout of all art assets involving P.O.P., limited edition artwork, posters, retail specific art, game play trailers and package pre-order artwork for channel marketing.

- Creative agency direction
- Art direction/coordination of all in-house and out-of-house projects
- Art direction of photo shoots/video shoots for packaging and trailers
- Trade show booth design/production including all booth signage
- Weekly meetings to update staff and organize workload
- Coordinated creative budgets for all projects
- Conducted all press checks on web and 8-color sheet-fed presses

NOVALOGIC INC. - Developer/Publisher of Console and PC Games

Creative Services Manager - June 1999 to January 2007

Managed the in-house creative services department supporting the marketing and sales groups with the creation of key art, game package design, advertising and online banner assets.

- Creative agency direction
- Art direction/coordination of all in-house and out-of-house projects
- Art direction of all photo shoots/video shoots for packaging
- Trade show booth design/production including all booth signage
- Supplied online group with all assets for the company website
- Conducted all press checks on web and 8-color sheet-fed presses

INTERPLAY PRODUCTIONS - Developer/Publisher of PC Games

Senior Graphic Designer - January 1994 to June 1999

Senior designer in the creative services department providing marketing with concept, design and layout of game packaging and advertising. Also created sell sheets, product catalogs, P.O.P. displays as well as company website design and coordination.

- Art direction of photo shoots/video shoots for packaging
- Trade show booth production including all booth signage
- Supplied online group with all assets for the company website
- Conducted all press checks on web and 8-color sheet-fed presses

CLIENTS

XPA INC. - Theme Architecture Company

Restaurant and hotel logo design and concept

ECLIPSE ADVERTISING - Advertising Agency

Logo design, package design and layout

BLUESPARK STUDIOS - Advertising Agency

Package concept and production

NEXON.NET - Online Game Company

Layout and design of marketing assets

PROFESSIONAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PERSONAL SKILLS

CREATIVITY

ORGANIZATION

COMMUNICATION

TEAM PLAYER

EDUCATION

PLATT SCHOOL OF GRAPHIC DESIGN

Los Angeles, CA 1991 - 93

Graphic arts/Computer Graphic design/illustration

LOS ANGELES VALLEY COLLEGE

Van Nuys, CA 1989 - 90

General education, engineering/drafting courses

PORTFOLIO

Visit my online portfolio at www.skybounddesign.com

My sample portfolio is also available for review.

REFERENCES

Available upon request.