

Joshua Gerken

Art Direction
Graphic Design

joshgerken@gmail.com
NiceRedShorts.com
216.402.6261

EDUCATION

Bachelor of Fine Arts,
Graphic Design
Bowling Green
State University,
Bowling Green, Ohio

APPLICATIONS

InDesign
Illustrator
Photoshop
Fireworks
Dreamweaver
Final Cut Pro
All Apple Software

OBJECTIVE

Experienced and enthusiastic art director interested in contributing strategic thinking and creative skills in marketing media.

SKILLS

Strengths include developing strategic marketing messages with relevant creative concepts and designs. Excellent project management skills while efficiently producing work. Fluent in current multi-media marketing techniques, design trends and technologies. Multi-task oriented and flexible working within time or budget constraints. Experienced and personable in client, vendor & associate interaction.

EXPERIENCE

Doner Advertising / Art Director / Cleveland (01/07 – present)
Developed marketing concepts and creative strategies for such national clients as GE Lighting, DuPont, Hunter Fans, Eaton, The UPS Store, Shell Lubricants, Owens Corning, University Hospitals, Dutch Boy and other Sherwin Williams brands. Materials created include interactive media, print advertising, collateral pieces, in-store graphics (mainly for Home Depot & Lowes), experiential and promotional events.

iQ Digital / Art Director / Akron (06/06 – 11/06)
Planned, managed, designed and produced ads, websites, videos, DVDs, printed materials and logos. Photographed, edited, directed and optimized videos for web and DVD. Clients included Aquage (a national hair product company), several schools including a book and uniform supply company and national video website subscription companies.

Liggett–Stashower / Art Director / Cleveland (10/00 – 06/06)
Concepted, designed and produced creative for print and broadcast advertising campaigns, interactive materials, brochures, posters, mailers, billboards and packaging. Experienced with TV and photo shoots, including all aspects of post production. Worked on a wide range of accounts, especially the Cleveland Cavaliers, Cedar Point, Timbertech and the Ohio Lottery. Created position for photographing, editing, scoring and optimizing digital video and audio.

Pin Point Marketing / Designer / Beachwood (09/99 – 10/00)
Developed advertising and marketing campaigns for clients including Avery Dennison and Tremco. Design and production work on brochures, ads, billboards, mailers and invites. Established web design department for the agency. Planned, designed, and maintained web sites including e-commerce, consumer, business to business and other corporate sites.

Owens Community College / Graphic Designer / Toledo (05 – 09/99)

UniGraphics / Graphic Designer / BGSU (02/98 – 05/99)

Wyse Advertising / Creative Intern / Cleveland (05 – 09/97)