

g.vernon

Print & Web Design Solutions

Freelance

Art Director, Designer: Gabriel Vernon, DC/OR/NJ/VA (2000-Present)

- Contract art direction for Franklin Street Marketing; Richmond, VA
- Contract design for Prudential and PSEG, Central New Jersey
- Identity, standards-based web design, and newsletters for Spectrum Pediatrics
- Web design and HTML/CSS development for Oregon Children's Theatre
- Art direction and ad design for Rockford Homes; Vancouver, WA

Employment

Senior Print Designer: VCU Creative Services, Richmond, VA (November 2010-Present)

- Publication and identity design for high-profile clients such as the VCU Medical Center and the Office of the President
- Support for web design and branding guidelines

Designer: TriMet, Portland, OR (November 2004-June 2008)

- Wireframes, user-studies, redesign and HTML/CSS development of the new *trimet.org*
- Full branding and design of *The Next Big Thing Downtown* campaign for the Portland Mall Project

Designer: Portland Youth Philharmonic, Portland, OR (July 2005-August 2007)

- Rebranding of the organization at the beginning of Season 83, increasing attendance and awareness
- Successful transition of the PYP web site into a CSS-based layout, greater UI, and introduction of more robust content

Designer: The Ad Agency, Washington, DC (November 2001-August 2004)

- Educational outreach for DC Government's Administrative Services Modernization Program (ASMP) including posters, postcards, and presskits
- Chicago Title D.C. corporate brochure composition and production, as well as collateral for Thayer Lodging Group and Boland Real Estate Services

Education

B.F.A. in Graphic Design from James Madison University, May 2000

Tools

Adobe CS5.5, MAC and Windows platforms

Honors

- Promotional design featured in 2001 PRINT Regional Design Annual, Fall 2001
- Member of AIGA, 2001-2004

