

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
- Freelance services for Redband Creative and Saturn Flyer

Employment

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

- Oversight of photo shoot and design of HR's hiring campaign
- 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
- Advertising and display for seasonal and youth events to increase 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
- Ad campaigns and incentives for Transwestern Real Estate, Palette Restaurant, and the Montgomery County Recycling Program

Education

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

Tools

Adobe CS3: InDesign, Illustrator, Photoshop, Dreamweaver, and Flash; QuarkXPress 6.2; MS Office, MAC OSX and Windows XP

Honors

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

