



COREY GERS

Senior Graphic Designer and Art Director

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Innovative, hands-on creative leader with experience bringing global brands to life across all channels: traditional, digital, social. Trusted, go-to strategic designer for Fortune 30 CEO, C-Suite and executive leadership, taking a human-centric approach to design challenges with the ability to quickly grasp and distill complex ideas into clean, understandable solutions.

EDUCATION

Master of Science - Information Science/New Media

Indiana University (IUPUI)

- Web Design, UI/UX, Multimedia, 3D Animation, Video

Bachelor of Arts - Journalism

Indiana University

- Advertising, Visual Communications, Graphic Design

EXPERTISE & SKILLS

Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, PowerPoint, Adobe CC, Wordpress, Office

Additional software, programming & technical skills:

Premiere, After Effects, Maya, Lightroom, Quark, Corel Draw, 3D Studio Max, HTML, CSS, XML, PHP
Salesforce, Google Analytics, SEO, Constant Contact, ExactTarget, MailChimp, OsCommerce, WooCommerce, Workfront, Sharepoint, OPAL, Print Fusion
Photography, 3D Animation, Video
Pre-Press & Production

AWARDS & PUBLICATIONS

- GDUSA, American In-house Design Awards, Aug 2018
History of Boeing Interactive
- Communications Excellence, Mar 2019
Be Boeing, Highest Level Communications Award
- Boeing QFR Award, 2018 Q1; 2018 Q2; 2019 Q1
(3X Top performance recognition from executive council)
- Communicator Award, Silver, 2013
- Spray Magazine, Design featured on cover, April, 2015
- PLZ Employee of the month, 2014 & 2016

WORK EXPERIENCE

The Boeing Company, Chicago, IL

1/2017 - Present

Senior Graphic Designer & Art Director

Applies creative experience, design think, and project management skills to lead organization in the rapid first time quality of visuals that support executive strategic design and global brand & advertising.

- Executes creation of traditional, digital and social media
- Actively engages with CEO, executive council, VPs and other teams to develop vision & strategy of enterprise
- Partners with teams across Boeing and external agencies to develop high level designs that help engage 130k+ employees, airlines, customers, world leaders, military, Fortune 500 executives and the media
- Collaborates with creative in-house colleagues to launch corporate branding & design for new \$50B Boeing Global Services unit
- Conceptualizes and builds design systems for global branding campaign and partners with advertising agencies for execution and delivery
- Art directs and produces video, photography, animation, presentations, training, environmental, merchandise, advertising and VR/AR in support of company initiatives, internal/external events, shareholder/earnings, air shows, World Economic Forum event and national sponsorships

PLZ Aerospace, Addison, IL

9/2009 - 1/2017

Senior Graphic Designer

Facilitated brand refresh of products and identity from concept through creative execution of all print, packaging & digital design.

- Created private label packaging & marketing material for 1000+ clients that helped win multiple \$1,000,000+ accounts
- Art directed internal/freelance designers and web developers
- Managed design production, press checks, photography and vendors
- Developed shopper marketing campaigns & packaging for retail CPG

CGM Chicago, Chicago, IL

5/2005 - 9/2009

Senior Graphic Designer & Art Director

Created integrated campaigns for: 50+ pro teams (NBA, NFL, MLB, NHL, MLS), PGA, USTA, NASCAR, NCAA, Levy Restaurants, Hyatt, Swissôtel

- Built design systems and branding for: Democratic National Convention, Super Bowl, US Open, Pro All-Star & Playoff Games, Final 4, Kentucky Derby, Wachovia Golf Championship, Grammy's, Pacific Life Open
- Used Print Fusion & Online Printable Solutions to develop interactive website allowing clients to create and proof branded identity
- Traditional and digital designs included: brand identity, sales kits, logos, packaging, invitations, advertising, catalogs, brochures, e-mail campaigns, websites, menus, banners, exhibit and retail signs, POP displays

ADDITIONAL EXPERIENCE

VSC Inc., Novi, MI

Graphic Designer

- Designed product catalogs, identity, brochures and e-commerce website

Computer Builders Warehouse, Warren, MI

Graphic Designer

- Designed shopper marketing campaigns for 100+ retail locations and internal comms that included: POP, FSI's, coupons, digital ads, web & e-commerce sites, in-store signs, logos, advertising, corporate identity, sales kits and environmental / trade show graphics

WKLU 101.9 FM Radio, Indianapolis, IN

Art Director

- Directed and designed all print & digital media
- Photographed concerts & events: Grateful Dead, BB King, Widespread Panic, String Cheese Incident, King Crimson, Indy 500 & others

Indiana Outdoor Advertising, Indianapolis, IN

Graphic Designer

- Created billboards and other internal branding & identity