



COREY GERS

Art Director &
Graphic Designer

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[view portfolio at
coreyggers.com](http://viewportfolioatcoreyggers.com)

EDUCATION

MS, NEW MEDIA, Indiana University (IUPUI) 2001-2002
▪ Web Design, UI/UX Design, Multimedia, 3D Animation, Video

BA, JOURNALISM, Indiana University 1995-1999
▪ Advertising, Visual Communications, Marketing, Design

SKILLS

Photoshop, Illustrator, InDesign, Acrobat, After Effects, Dreamweaver, PowerPoint, Adobe CC, Wordpress

Additional software experience, skills or education with:

Premiere, Maya, Lightroom, Quark, Corel Draw, 3D Studio Max, MS Office

Prior Programming: HTML, CSS, XML, PHP

Social media & digital design: Facebook, LinkedIn, Youtube, SnapChat, Instagram, Twitter, Salesforce, responsive web design, SEO, Drupal, Constant Contact, ExactTarget, MailChimp, OsCommerce, WooCommerce, Print Fusion

Other skills: photography, typography, pre-press & production, 3D animation, video

AWARDS & PUBLICATIONS

- 2013 Communicator Award, Silver
- 2014 & 2016 PLZ Employee of the month
- 2015 Spray Magazine, April, Design featured on cover
- 2018 GDUSA, American In-house Design Awards
- 2018 Q1; 2018 Q2; 2019 Q1, Boeing QFR Award (3X Top performance recognition from executive council)
- 2019 Be Boeing, highest level Corporate Comms Award

WORK EXPERIENCE

SENIOR ART DIRECTOR & DESIGNER // The Boeing Co.
Chicago, IL – 1/2017 - Present

- Applies creative experience with lean design, project management and design think skills to lead company in first time quality, speed and accountability while supporting executive strategic design and global brand & advertising for top Fortune 30
- Actively engages with CEO, C-Suite, VPs and other executive teams to develop the vision & creative strategy for the corporate enterprise
- Partners with teams across Boeing, external agencies, NASA and the military to develop high level designs that help engage 150k+ employees, airline customers, US Presidents, Capitol Hill, world leaders, military commanders, Fortune 500 executives and the media
- Collaborated with creative in-house colleagues to launch corporate branding & design for new \$50B Boeing Global Services unit
- Conceptualized and built design systems for global branding campaign and partnered with advertising agencies for execution and delivery
- Art directs and executes creation of social media, web, video, photography, animation, presentations, training, environmental, merchandise, advertising, VR/AR and other print and digital media
- Develops designs for corporate earnings, shareholder meetings, air shows, DAVOS, sponsorships, internal/external events and additional creative for: Space & Defense, Commercial Airplanes, Future Mobility, Factory & Supply Chain, Acquisitions, Legal, Gov Ops, HR, IT/Tech, Labor Relations & Negotiations, Global Equity, Diversity & Inclusion, Sustainability, Engineering, Covid Response, Crisis Comms and Community Engagement

SENIOR GRAPHIC DESIGNER // PLZ Aerospace
Addison, IL – 9/2009 - 1/2017

- Facilitated brand refresh of products and identity from concept through execution of all print, packaging, web & digital design
- Art directed internal/freelance designers and web developers
- Managed design production, press checks, photography and vendors
- Developed shopper marketing campaigns & packaging for retail CPG
- Created private label packaging & marketing material for 1000+ clients
- Helped win multiple \$1,000,000+ accounts

ART DIRECTOR // CGM Chicago
Chicago, IL – 5/2005 - 9/2009

- Created integrated campaigns for: 50+ pro teams (NBA, NFL, MLB, NHL, MLS), PGA, USTA, NASCAR, NCAA, Levy Restaurants, Hyatt, Swissôtel
- Designed stadium 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
- Projects included: brand identity, sales kits, logos, packaging, invitations, advertising, catalogs, brochures, e-mail campaigns, websites, menus, banners, exhibit and retail signs, POP displays

GRAPHIC DESIGNER // VSC Inc.
Novi, MI – 10/2004 - 5/2005

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

GRAPHIC DESIGNER // Computer Builders Warehouse
Warren, MI – 6/2003 - 10/2004

- 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

ART DIRECTOR // WKLU 101.9 FM Radio
Indianapolis, IN – 1/2002 - 6/2003

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

GRAPHIC DESIGNER // Indiana Outdoor Advertising
Indianapolis, IN – 6/1999 - 1/2002

- Created billboards and other internal branding & identity