



GERARD REYES

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KEYWORDS:

conceptual digital interactive experience design development direction production management

EXPERIENCE:

Gymboree Corporation • October 2013–March 2016 **Web Designer**

- Designed, produced, and developed email and social media marketing.
- Designed and produced mobile and desktop site creative.

CBS Interactive • May 2010–October 2013 **Technical Producer**

- Produced and developed digital creative assets.
- Managed ad operation projects between design, development, product, and sales teams.
- Managed relationships between agencies, clients, third-party vendors, and internal teams.
- Supported QA on digital assets across multiple platforms.
- Trained sales teams on technical processes.
- Supported resolution of ad operation disruptions.

True North Inc. • December 2006–January 2009 **Senior Production Artist**

- Designed, produced, developed and managed interactive online advertising projects.

Organic, Inc. • July 2004–November 2005 **Creative**

- Designed, produced, and developed interactive online advertising and product demos.

Total Media Group • June 2003–January 2004 **Designer and Production Artist**

- Designed graphic assets for video pre-production.
- Designed websites and site templates.
- Authored CD/DVD projects.

Imagicast • June 2000–January 2001 **Multimedia Programmer and Production Artist**

- Created information architecture and designed respective UI for a kiosk device.
- Produced quality-assured assets for video output.
- Implemented design templates into HTML pages.
- Designed, developed, and administered an asset management database system.

EDUCATION:

Academy of Art University • San Francisco, CA • 1999–2004 BFA in Computer Arts with an emphasis in New Media.

California Polytechnic State University • San Luis Obispo, CA • 1996–1999 Pursued BS in Computer Science with English and Music Minors.

SKILLS:

- Graphic / Interactive / Motion / Video / Visual / UX Design
- Front End Development
- Digital Marketing
- Microsoft Office Desktop and Project Management Applications