



# GERARD REYES

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## KEYWORDS:

conceptual digital interactive experience design development direction production management

## PROFILE:

Energetic, talented, and collaborative, with an aptitude for streamlining workflow processes. A multi-tasker with focus, interdepartmental communication skills, deadline-shifting readiness, and enough juice to see any task through to completion. Flexible and versatile; can work cross-platform whether creative or technical. A team player ready to make headlines or to work behind the scenes.

## EXPERIENCE:

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

- Designed, produced, and developed interactive online advertising.
- Managed production projects, communications, and asset transfer between various resources.

### **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-ROM projects.

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

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

## CLIENTS:

ABC, AMD, Disney, Expedia, FOX, Intel, Levi's, Michelin, MySpace, SEGA, Sprint, Visa

## 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:

- Adobe Creative Suite Master Collection
- ActionScript, HTML, CSS, JavaScript
- Final Cut Pro, DVD Studio Pro, Reason
- Microsoft Office Desktop and Project Management Applications