



Gerry Sposato www.gersposato.com - 503.730.9517 - gersposato@gmail.com - Portland, OR

PROFESSIONAL SUMMARY

Associate Creative Director and leader with experience managing teams in print and interactive design processes, creating storyboards, and tackling multiple simultaneous global marketing campaigns. Skilled at presenting abstract concepts and developing designs aligned with unique client needs. Naturally curious, innovative, and detail oriented.

CREATIVE EXPERIENCE

Associate Creative Director, 3/Thirds Group, Portland, OR

June 2018-Present

Selected Client Project: Autodesk

- Led multiple concurrent global marketing campaigns and successfully integrated brand identity across deliverables including traffic generators, email campaigns, landing pages, videos, and infographics
- Tailored marketing projects and campaigns to diverse audiences while maintaining established design

Selected Client Project: Meta Data Centers

- Managed all aspects, as Creative Lead, of a year-end multimedia campaign spotlighting key accomplishments in communities where Meta's data centers are central to community vitality
- Developed a campaign featuring a central landing page, year-end video, and 18 location-specific web pages from concept to completion within a 3 month timeframe
- Created additional campaign assets including a comprehensive year-end letter, a greeting card with local data center artwork, strategic social media posts, and targeted emails

Sr. Designer, Downstream, Portland, OR

July 2013-June 2018

Selected Client Project: Pac12

- Oversaw the end-to-end design and implementation of a "Conference of Champions" application for a 2x2 55" touchscreen installation situated within the Pac-12 headquarters
- Ensured application encompassed captivating historical insights, compelling facts, and up-to-the-minute information pertaining to the conference

Selected Client Project: Swisscom

- Designed touch screen application tailored to facilitate the dissemination of information to corporate partners, allow for linear and nonlinear presentations, and to deliver insights and industry trends
- Implemented a "pinboard" feature to allow users to save valuable assets for later review and sharing

Selected Client Project: Oracle

- Orchestrated user experience and design for a touchscreen interface within Customer Insight Center
- Managed project successfully while navigating budget constraints and internal API content sourcing

Art Director, The New Group, Portland, OR

February 2010-July 2013

Selected Client Project: Nike

- Led art direction for multiple internal branding initiatives encompassing the creation of brand style guides, website designs, video storyboards, and print collateral

Sr. Designer, Opus Creative, Portland, OR

March 2008-November 2009

Selected Clients: Nike, Lucy Activewear, Intel

SKILLS

Adobe Suite: Creative Cloud (Photoshop, Illustrator, InDesign)

UX Design Tools: Figma, Invision, and Sketch App

Knowledge of Front End Development Languages: CSS, HTML, React, JavaScript

Motion Graphics and Video: After Effects, Premiere Pro

EDUCATION

BS Graphic arts with an emphasis in interactive design, Art Institute of Portland, Portland

BA Fine Art, emphasis in Photography and Art History minor, University of Nebraska, Lincoln