

# CARL GERHARDS

## GRAPHIC DESIGNER ILLUSTRATOR

3612 28<sup>th</sup> Ave. Apt. 2R  
Astoria, NY 11103  
www.carlgerhards.com  
carlgerhards@carlgerhards.com  
816.304.3769

### EDUCATION

Bachelor of Fine Arts, Graphic Design  
Bachelor of Fine Arts, Illustration  
Savannah College of Art and Design  
Savannah, Georgia  
Graduated *summa cum laude* 2007  
GPA 4.0/4.0

### PROFESSIONAL SKILLS

#### Proficiency in

- Adobe Creative Suite 4
- Adobe Acrobat 9
- Microsoft Word
- Microsoft Powerpoint

#### Familiar with

- Quark Xpress 7
- Microsoft Excel
- Flash CS3
- Dreamweaver CS3

#### Design Skills

- Package design
- Corporate identity design
- Brand identity design
- Poster design
- Publication design
- Illustration

### WORK EXPERIENCE

#### Senior Designer

##### Sterling Brands

New York, New York  
September 2009 - Present  
Designed packaging and brand identity solutions based on strategic positioning. Clients included Campbell's, Similac, Gillette, Pepperidge Farm, Castor & Pollux, Pepsi, and Campari. Worked as senior designer on a team including a junior designer and design director. Commissioned and directed work from typographers, photographers, illustrators and structural artists.

#### Associate Designer

##### Interbrand

New York, New York  
September 2008 - September 2009  
Designed brand identity systems, brand guidelines, packaging and brand environments. Work on various naming projects as a guest creative. Clients included Merck, Schering-Plough, Pfizer, Novozymes, Stiefel, GSK and others. Worked as part of a team including a senior designer, creative manager and the global creative director.

### WORK EXPERIENCE CONTINUED

#### On-Site Freelance Graphic Designer

##### Interbrand

New York, New York  
June 2008 - September 2008  
Please see Associate Designer description for job duties.

##### Landor Associates

New York, New York  
November 2007 - June 2008  
Designed brand identity and packaging for clients such as Smirnoff, Cadbury, Phillip Morris and American Express. Worked as part of a design team including senior designers, design directors and creative directors.

#### Freelance Illustration

Better Homes and Garden — March 2009  
Alvin James Group — August 2006  
Metro Augusta Parent — July 2006  
Metro Spirit — July 2006  
The Eleventh Hour — June 2006

### INTERNSHIPS

#### BFG Communications

Hilton Head, South Carolina  
June 2007 - August 2007  
Designed posters, collateral, look and feel proposals, event and stage designs and website mockups for clients such as Diageo, Coca-Cola, Warner Bros. and Odwalla.

#### Image is Everything

Savannah, Georgia  
October 2005 - May 2007  
Worked as a production assistant to the large format and digital print departments. Worked as the offset press assistant on a four-color Heidelberg press.

