Jonathan Michael Gerler

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Portfolio:
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Work Experience:

September 2021 – Present: Triad Goodwill, Greensboro, NC • Art Director/Web Manager
- Create and maintain company-wide graphic design assets and standards
- Manage http://triadgoodwill.org site, add new sections/content, update as needed
- Event photography & planning

April 2014 – August 2021: Sinclair Institute/PHE, Inc., Hillsborough, NC • Web Designer
- Use Dreamweaver, Text Wrangler, HTML and CSS to create responsive landing pages and templates from wireframes.
- Create visual assets using Photoshop and Illustrator, as well as some wireframe work in Adobe XD.
- Design/send emails using Bronto

July 2009 – Present: Treehouse Audio & Design, Carrboro, NC
• Freelance Graphic Design for local businesses and club promoters (Cassanova, Touch Group, GruvGlu) and audio production for national dance record labels (3345 Music, Metronix Recordings D.C.)

August 2017 – July 2020 Krave Kava Bar/Hayling International, Greensboro NC • Social Media
• Manage all of Krave's social media channels (Facebook, Instagram, Twitter, YouTube). Create video content for YouTube using Adobe Premiere and After Effects • Create written/visual content for other platforms using Photoshop

August 2013 - February 2014: CN Clark Company, Durham, NC
• Production Designer. Responsible for creating press plates, per-flighting files for 2- and 4-color presses, and production design for labels, pamphlets, and other collateral.

October 2012-June 2013: Five Star Staffing and Accounting
• Temporary print graphic designer for Five Star clients.

July 2011 – December 2011: UNC Chapel Hill - Highway Safety Research Center, Chapel Hill, NC
• Contract Graphic Designer. Web and print graphic design assistance for HSRC researchers, including academic posters for researchers, brochures, posters, and web revisions. Responsible for recording (audio/video) a Highway Symposium and creating an online interface for people to be able to view videos.

August 2010 – January 2011: CARQUEST/General Parts International, Raleigh, NC
• Instructional Designer, 5-month contract. Flash animation and development for online training materials, as well as development/editing in Captivate and Articulate.

September 2008 - January 2009: Rivers Agency, Chapel Hill, NC
• Web and Print Design for a diverse range of clients, including pharmaceutical, tech, and financial. Laid off January 2009 due to economic downturn.

September 2007 - September 2008: UNC Chapel Hill - ITS Teaching and Learning
• Multimedia Developer, 12-month contract. Flash animation and development for online course materials.

June 2006 - September 2007: Coldwell Banker Howard Perry and Walston, Raleigh, NC
• Art Director. Sole designer responsible for the design of internal/external client printed materials including collateral, advertising (including newspaper, magazine and outdoor) and website maintenance & design.

December 2003 - June 2006: AdStreet, Inc./The King Partnership, Raleigh, NC
• Art Director. Responsible for producing print collateral and advertising for clients in multiple industries, including but not limited to automotive, real estate, sports marketing and health.

August 2002 - December 2003: Rainmaker Marketing, Wilmington, NC
• Art Director. Print and web design for local attorneys. Company declared bankruptcy December 2003.

February 2002 - March 2005: Solatrix, Inc., Raleigh, NC
• Creative Director/Co-owner for upstart graphic design and multimedia firm.

September 2001 - February 2002: Blue Sky Design, Baltimore, MD
• Freelance web design. Responsible for creating the Baldwin's Station restaurant website.

March 2001 - February 2002: Treehouse Productions, Raleigh, NC and Baltimore, MD
• Freelance print and web design for a wide range of clients.

November 1999 - March 2001: RegEd.com Inc. (Securities Education Institute Inc.), RTP, NC
• Graphic/Web Designer. Responsible for printed collateral, as well as website graphics and interfaces. Created website designs for all four divisions within RegEd (REI, SEII,

April 1997 - October 1999: IBM Graphics & Publication Services, Cary, NC
• Graphic Designer. Responsible for presentation graphics for the Executive Briefing Center and web maintenance on IBM RESO Intranet site. Produced a joint IBM/Tripplite Surge Protection brochure to coincide with the release of Fox's 1998 "X-Files: Fight the Future" movie. IBM was a corporate sponsor of the TV series, and nearly a quarter of a million were printed and distributed.

Goals:
To find a full-time career within the design/advertising industry that offers challenging work, the chance to learn and opportunities for advancement

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Education:
June 1996 - North Carolina State University College of Design, Raleigh, NC
Received Bachelors Degree in Graphic Design.

Skills:
Print/Software/programming - Adobe CC: Photoshop; Illustrator; InDesign; Acrobat; Dreamweaver; Premiere Pro, After Effects, HTML, CSS, Javascript (beginner level), Microsoft Office (Word, Powerpoint, Excel). Extremely fluent in both MacOS and Windows platforms.

Video production/editing with Adobe Premiere, AfterEffects, Sony Vegas. 20 years audio production experience, multiple genres of music. Writer member of ASCAP since 2000.