

GERRI STERNE

GRAPHIC DESIGNER + ART DIRECTOR

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SKILLS

PROFESSIONAL

Graphic Design
Advertising
Branding + Identity
Typography
Photoshoot Production
Print Production
Presenting Creative
Project Management
Organization

TECHNICAL

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom

EDUCATION

BACHELOR OF FINE ARTS

Graphic Design / Minor Art History
University of Florida
2008-2012

AWARDS

2016 WEBBY AWARD WINNER

(SOCIAL EVENT)

The 69th Annual Tony Awards:
An Integrated Digital Experience
Serino Coyne, IBM and The Tony Awards®

PROFILE

I am a graphic designer and art director with 8+ years of experience in advertising living in New York City. I've worked on the marketing campaigns for dozens of Broadway and Off-Broadway shows at Serino Coyne, the longest-running Broadway advertising agency. Graphic design is my passion because I am a creative, outside-the-box thinker while, at the same time, incredibly organized, pragmatic, and detail-oriented.

EXPERIENCE

SERINO COYNE AN OMNICOM GROUP COMPANY

SENIOR DESIGNER 2018-PRESENT

Create and manage the visual brand for Serino Coyne clients and the company itself. Collaborate with the internal design team and creative directors while overseeing the work of production artists. Work quickly and accurately to meet deadlines. Some specific responsibilities include:

- Develop key-art for Broadway shows and live entertainment experiences.
- Act as the brand manager and art director for specific shows, such as *Dear Evan Hansen*, *Ain't Too Proud – The Life and Times of The Temptations*, *Diana* and more.
- Represent the creative team in pitches, client meetings and art presentations.
- Hire, work with and art-direct illustrators, freelancers, photographers and retouchers.

GRAPHIC DESIGNER 2016-2018

Develop visual concepts, graphics and layouts for shows and events, company logos, and websites. Gather information and materials to plan concepts, prepare drafts of materials based on a creative brief, review final layouts and color proofs, and give creative feedback.

VISUAL ASSETS ARTIST 2012-2016

Responsible for the design of new layouts for theatre front-of-house signage, billboards, flyers, print ads, and posters and the implementation of the brand for all Serino Coyne clients, including *Wicked*, *Jersey Boys*, *Hedwig and the Angry Inch*, and *Mamma Mia!*.

WOLF TRAP FOUNDATION FOR THE ARTS

WEB/GRAPHIC DESIGN INTERN JUNE 2012-SEPTEMBER 2012

Coded and implemented email campaigns for performances, created and made updates to the website. Designed posters, ads and banners and worked on the new creative campaign.

UNIVERSITY OF FLORIDA PERFORMING ARTS

GRAPHIC DESIGN INTERN SEPTEMBER 2010-MAY 2012

Responsible for designing print and online materials including logos, posters, advertisements, flyers and web banners for individual performances and the annual gala.

FREELANCE

GRAPHIC DESIGNER 2009-PRESENT

Work independently in conceptual development, research, identity and branding, design, and client communication. Clients: Zach Theater, American Theatre Wing, Burgerator, PowerNet Media, Gainesville Community Playhouse, Sweet P's Bakery, The Advertising Department, Inc.