

# Jasmine Gerber Designs

Jasmine Gerber

Senior Graphic Designer

jasminegerber@gmail.com

707.246.5710

jasminegerberdesigns.com

## Skills & Attributes

Adobe Creative Suite:

Photoshop, Illustrator,

and some InDesign.

Microsoft Office Suite

Mac OS Environment

### Printing Background

Extensive knowledge of the printing process. Proper image prep, file formatting, and communication with print vendors, maximizing efficiency and economy.

### Photoshoots

Management of photoshoot production, on and off set with some styling capabilities.

### Hands-on

Production skills that assist in moving project from inception to completion. Creating 3d mock-ups and applying visual concepts in a virtual environment.

### Collaborate

Solid interpersonal and analytical skills with great attention to detail. Willingness to take creative direction and prioritize the needs for the greater good.

## Education

Bachelor of Arts, 1996

Graphic Design

Academy of Art University

San Francisco, CA, USA

## Summary

Professional and creative graphic designer for 23 years with a focus on branding, packaging and collateral design. A team player, successful in maintaining longstanding relationships and carrying out brand growth with requisite foresight. Excellent organizational skills, detail oriented, while being able to communicate thoughtfully and clearly. Works well under pressure with a strong sense of accountability, delivering projects within budget and in a timely manner.

## Work Experience

### Current | Freelance

Working with various clients on a wide range of practical and functional design needs, maintaining professional yet personable relationships. Adapting to their individual goals while retaining an objective and professional perspective to each unique situation. Creating practical design solutions, linking their ideas with solid results, and providing a set of graphic tools that can be used with ease and confidence.

### August 2005 - March 2020 | Three Twins Ice Cream

#### Senior Graphic Designer

In 2005 the original retail package design for the popular organic ice cream brand was launched. From then on, I designed and created all packaging and marketing materials, while adding new products under the Three Twins brand. Spanning new categories within ice cream I also developed graphics for advertising, point of purchase displays, tradeshow graphics, web and social media. Continually generating and utilizing brand assets to build a consistent and cohesive brand image to successfully represent the Three Twins Ice Cream mission and story.

### February 2003 - January 2019 | Mary's Gone Crackers

#### Senior Graphic Designer

Created and established the Mary's Gone Crackers brand prior to product being manufactured. I oversaw every aspect of Mary's image and story for 16+ years through all aspects, including packaging design, sales and print marketing materials, tradeshow booths, web, and social media. I lead the company through a successful brand refresh in 2010. Continually advancing the brand narrative drove Mary's to always stand out as a successful leader and innovator in a grocery category that was rapidly expanding. I assisted in building every graphic and marketing concept while evolving alongside the consumer within the ever changing health-food industry.

### 1996 - 2002 | Primo Angeli

#### Graphic Designer

Once an innovative and internationally recognized package and brand design firm in San Francisco. Designed and collaborated on large scale projects for many brands such as Gardenburger, Darigold, Power Bar, Ben & Jerry's, Nestlé, Arrowhead Mills, Odwalla, to name a few. Design projects included corporate identity, packaging, brand story telling, and naming. Creating relevant designs for household name brands.