

GERALD JOANINO

WWW.GERALDJOANINO.COM

2200 MONROE ST #1004 SANTA CLARA CA 95050

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EDUCATION

San Jose State University | SAN JOSE, CA
Bachelor of Fine Arts, Graphic Design, May 2007

Berkeley City College | BERKELEY, CA
Associate in Arts, Multimedia, May 2003
Certificate in Digital Imaging, May 2003

EXPERIENCE

Mortensen Design | MOUNTAIN VIEW, CA
FREELANCE DESIGNER: MAY 2008 – PRESENT

Work directly with the creative director in the creation and implementation of identity programs. Assist in developing designs and production of comps for presentations.

Interbrand | SAN FRANCISCO, CA
DESIGN INTERN: SPRING 2008

Assisted the creative team with both new and on going projects within the company. Responsible for conceptual sketches and design for various packaging and corporate identity projects. Clients: Seattle Children's Hospital, Juniper Networks, Unisys, and LifeScan.

Barretto-Co | SAN FRANCISCO, CA
FREELANCE DESIGNER: FALL 2007

Worked closely with art director, Steve Barretto, on projects ranging from print, web, and environment. Answered directly to clients, project manager, and copywriter, regarding editing, writing, and design. Clients: Westfield, Eldr, and Gitane.

Career Center, San Jose State University | SAN JOSE, CA
GRAPHIC DESIGNER: FALL 2004 – SPRING 2007

Collaborated with marketing team and academic advisors on projects from concept to execution. Created print collaterals and multimedia pieces to promote new programs.

CLIENT LIST

Alternative Phonebook | BOOK COVER
Barretto-Co | SCREENSAVER + INTERACTIVE KIOSK
Boys and Girls Clubs of America | EVENT LOGO
Bytemobile | EVENT MAP
Career Center, SJSU | INTERACTIVE TUTORIAL
Design Space Magazine | MAGAZINE
Essence of Capay | PACKAGING
IDSA San Jose State University | POSTER
Mary Van Note | INTERACTIVE WEBSITE
Mineta Transportation Institute | ANNUAL REPORT
Mortensen Design | BRANDING
Science Comedian | WEBSITE

SKILLS

Coursework
Color, Typography, Interaction Design,
Information Design, Web Design,
Editorial Design, Exhibition Design,
Branding/Identity System

Computer
Photoshop, Illustrator, InDesign,
Dreamweaver, Flash, AfterEffects, HTML,
CMS, Microsoft and Macintosh OS

RECOGNITION

Design Competition Winner
Sacramento Fine Arts Center

Dean's List
San Jose State University

Scholarship Recipient
School of Art and Design,
San Jose State University

Dean's Scholar
Berkeley City College

INTERESTS

| AIGA
| Architecture
| Camping
| Cooking
| Film
| Fitness
| Hiking
| Photography
| Reading
| Snowboarding
| Travel