

GREG GORELICK

GRAPHIC DESIGNER



CONTACT INFO



PHONE
619.925.2822



EMAIL
gorelickdesign@gmail.com



PORTFOLIO
www.digitalbacondesign.com



EDUCATION
Academy of Art University
San Francisco, CA
Bachelor of Fine Arts

references available
upon request

WORK EXPERIENCE

Freelance Graphic Designer - 2005 to present

Various advertising, marketing, and promotional projects including logo/branding, non-profit print campaigns and mailers, and television intros/elements. Clients include Aquarium of the Pacific in Long Beach, Mainly Mozart, Dream Foundation, and San Diego Gulls Hockey.

Fox 5 San Diego - 2008-2010

Sole AM graphic designer for a four hour show. Hired at launch, Fox 5 was the first station to implement and air in HD format. Duties ranged from standard graphics, conversion from SD, troubleshooting multiple platforms and programs (Mac, PC, Vertigo, ENPS, Adobe suite), working closely with producers, news directors, sales and control room. Worked closely with sales and news department with promotions, station events, as well as the webmaster to convert and create content for web and mobile. Design ranged from print to motion graphics.

Fox 6 San Diego - 2002-2005

Responsible for daily news broadcast graphics. Constant communication with directors, producers, reporters, and art directors regarding said graphics. Working knowledge of news production, including operation of Beta / DVCpro decks, routing feeds, commercial traffic and timing, and newsroom camera operation. Animated graphics and print quality material for non-news commercials and promotions, one sheets, banners, and "tradeshow" type materials.

Santa Barbara Aerospace/TIMCO - 1997-2002

Worked with engineering, planning, airline customers and project managers on tight schedules and budgets to ensure safe and timely completion of major structural repair work to commercial airlines including United 737s, Southwest 737s, Continental 767s, and American Airlines 757s. Signed off on paperwork with FAA Inspectors that ensured the quality of aforementioned work.

SKILLS AND COMPETENCIES

- ➔ A meticulous eye for detail, especially in regards to Typography.
- ➔ Software skills including but not limited to Photoshop, Illustrator, InDesign, and After Effects. Also experienced in non-linear editing, web support, and 3D.
- ➔ Extensive knowledge of print process, pre-packaging, and working with printers.
- ➔ Extensive experience in promotions and marketing. Much of my news and sports experience involved working side by side to realize ad campaigns and promotions, as well as the marketing aspect and tracking of either customers, donations, or ratings.
- ➔ Avid photographer and experienced with shooting, processing, and retouching.
- ➔ Experience with web support and social media, especially cross-platform branding and social media support, as well as designing over multiple devices.