

Graphic Design :: brooke gilbert :: brooke@brookegilbert.com

EXPERIENCE 07-06 | Independent Design

- ▶ Helping provide exceptional design services to individuals and small businesses: web design, invitations, logo and collateral design, and book design

08-07 | Godfather Customs :: Decatur, Georgia

- ▶ Design and management of consumer advertising for magazines and weekly publication
- ▶ Working within a team, strategizing for advertising, business concepts, and marketing goals
- ▶ Design and production of promotional items: packaging, specialty promos, catalog, invitations, sale flyers, web graphics, and brochures
- ▶ Identity Designs for Atlanta Wrap Stars and Truckin.tv
- ▶ Responsible for cultivating vendor advertising relationships
- ▶ Art direction for tv commercial
- ▶ Working with large format printer for variety of promotional needs

07-06 | Studio 101 :: Atlanta, Georgia

- ▶ Concepting and layout for seasonal and specialty menus for Olive Garden
- ▶ Team collaboration on Olive Garden sweepstakes website promoting "Win A Trip to Italy"
- ▶ Annual report design for Make A Wish Foundation
- ▶ Package and promotional designs for Coca Cola products

06-05 | Deep Blue :: Atlanta, Georgia

- ▶ High-impact graphic and web design projects using web design principles
- ▶ Project Management for multiple clients at once from design inception to design completion including design discovery sessions, research, graphic imaging and cutting, flash direction, logo, and collateral
- ▶ Print design and production: brochures, folders, collateral
- ▶ Website design for *Factory Girl*, an Andy Warhol inspired film for Weinstein Company

05-04 | Internship at Godfather Customs :: Decatur, Georgia

- ▶ Design of consumer advertising campaign
- ▶ Catalog layout, design, and print production
- ▶ Working with vendors to accomplish advertising goals including rebranding

- ## EDUCATION
- ▶ 2004 | Bachelor of Fine Arts, Graphic Design, The University of Georgia :: Athens, Georgia overall GPA 3.8
 - ▶ Magna Cum Laude Graduate
 - ▶ The University of Georgia International Studies Abroad :: Cortona, Italy

- ## PROGRAMS
- ▶ Proficient | Max OS X, Adobe CS3: InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, Bridge, Acrobat Pro :: Windows Vista, MS Word :: Roland large format printer
 - ▶ Experience with | Flash, CSS, HTML :: Lightwave 7.0 :: Power Point

- ## HONORS
- ▶ Work selected for inclusion in DesigningWithType.com
 - ▶ Recognized as website of the week on YahooMovies.com for *Factory Girl*
 - ▶ Presidential Scholar
 - ▶ Academic Honor Society, Delta Epsilon Iota
 - ▶ National Society of Collegiate Scholars
 - ▶ Golden Key Honor Society
 - ▶ Hope Scholarship

- ## ACTIVITIES
- ▶ President, UGA Chapter of AIGA
 - ▶ Member and volunteer, Atlanta AIGA
 - ▶ UGA Graphic Design Club

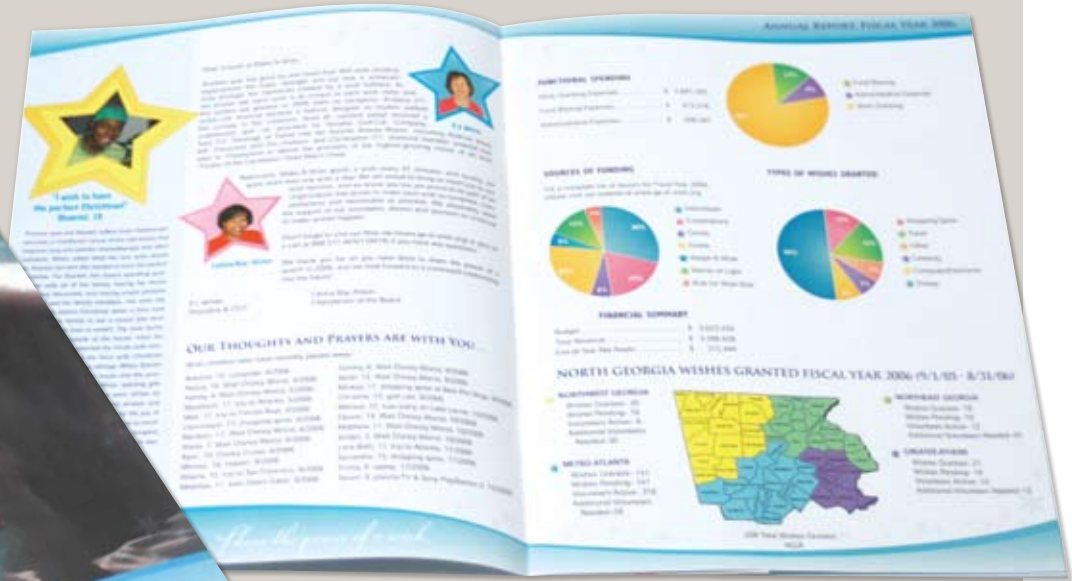


▶ factorygirlmovie.net



factory girl movie | *Factory Girl*, a film by the Weinstein Company, is based on the story of Edie Sedgwick and Andy Warhol. The website's color scheme, layout, and graphic imagery are inspired by the pop-art movement, which Andy Warhol was so famous for.

programs	CS3: Photoshop, Dreamweaver
client	Weinstein Company
company	DeepBlue



make-a-wish annual report | Make-A-Wish Foundation® is a non-profit organization whose mission is to help grant wishes for children with life threatening illnesses. Intended for a non-profit organization, the goal was to create a fun and uplifting design while maintaining a budget-conscious mind; this design did exactly that via color, photography, and a whimsical layout.

programs | CS3: InDesign, Photoshop
client | Make-A-Wish Foundation®
company | Studio 101



underwater warriors | Underwater Warriors, a non-profit organization, focuses their efforts in helping injured servicemen and women find freedom in an underwater world by offering scuba diving as a mind, body, and spirit program. The design of this website is reflective of being underwater through the use of imagery and monochromatic color scheme.

programs | CS2: Photoshop, Dreamweaver
client | Underwater Warriors
company | DeepBlue



UNDERWATER
WARRIORS



client logos | When designing a logo for a client my focus is, first and foremost, to listen to the client's vision and desire for their company and logo design. I enjoy the challenge of a logo design because it allows me to work with typography, color, and layout while, creating a new and unique identity for the client.

programs | CS3: Photoshop, Illustrator
client | Various
company | DeepBlue, Godfather Customs



source one distributors | Source One Distributors is a fast-growing business that is recognized as an industry leader in distribution of military tactical gear. The goal of this web design was to appeal to the military industry through color, texture, typography, and imagery. The patriotic site had an unusual request for having main navigation and a product navigation on the index page. As one can see, I was able to create the product navigation through imagery roll overs to help the consumer easily identify the product category.

programs | CS2: Photoshop, Dreamweaver
client | Source One Distributors
company | DeepBlue

PAPER GRAPHICS



pop-up announcements | Paper graphics, a favorite of mine to design, is endless in its realm of creativity. I absolutely love pushing the envelope when designing for invitations, announcements, and more. Both designs encompass the use of pop-up design which provides a great impact because of its 3D quality.

programs | CS2: Photoshop, Illustrator

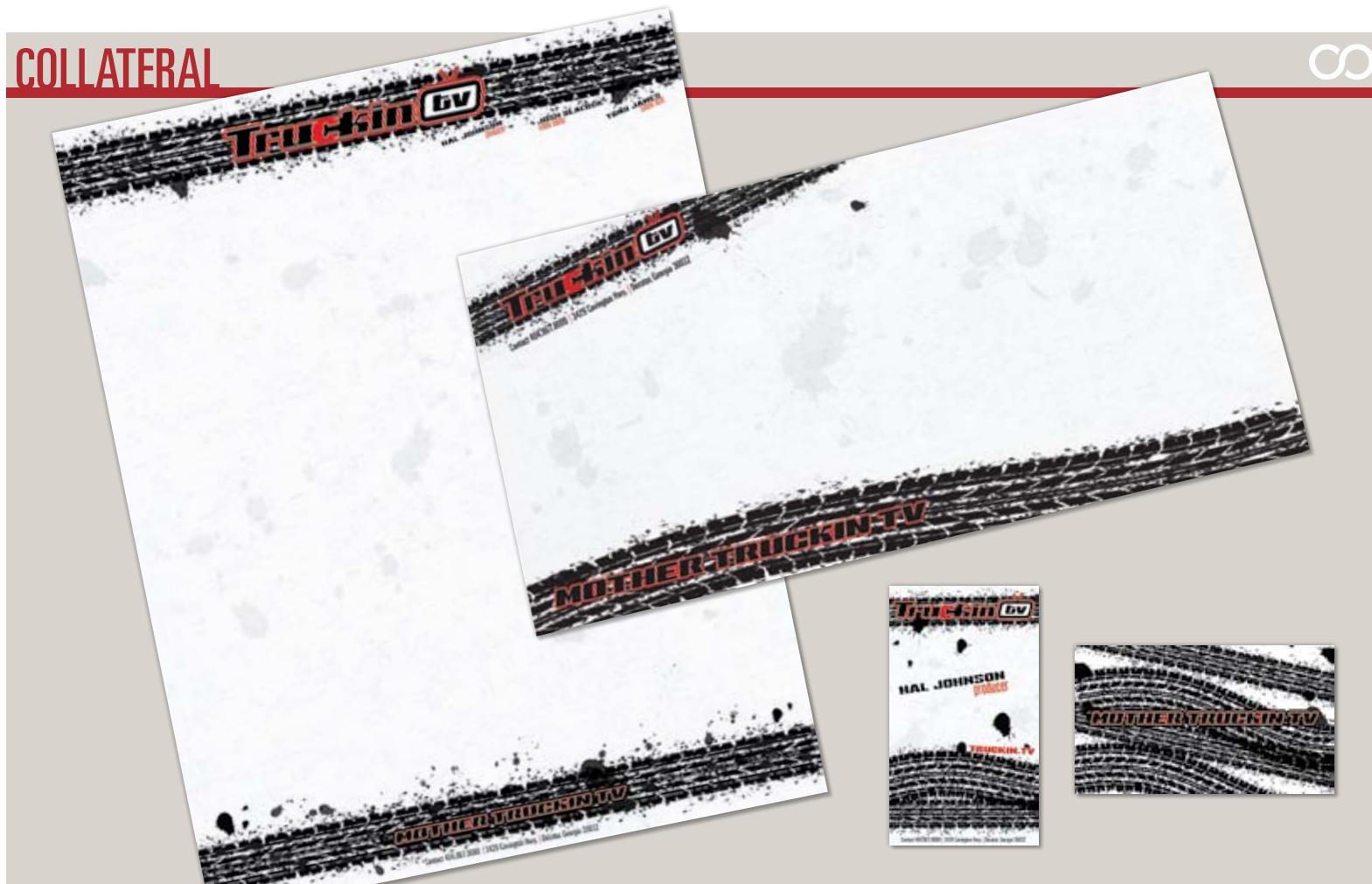


► saftechnologies.com



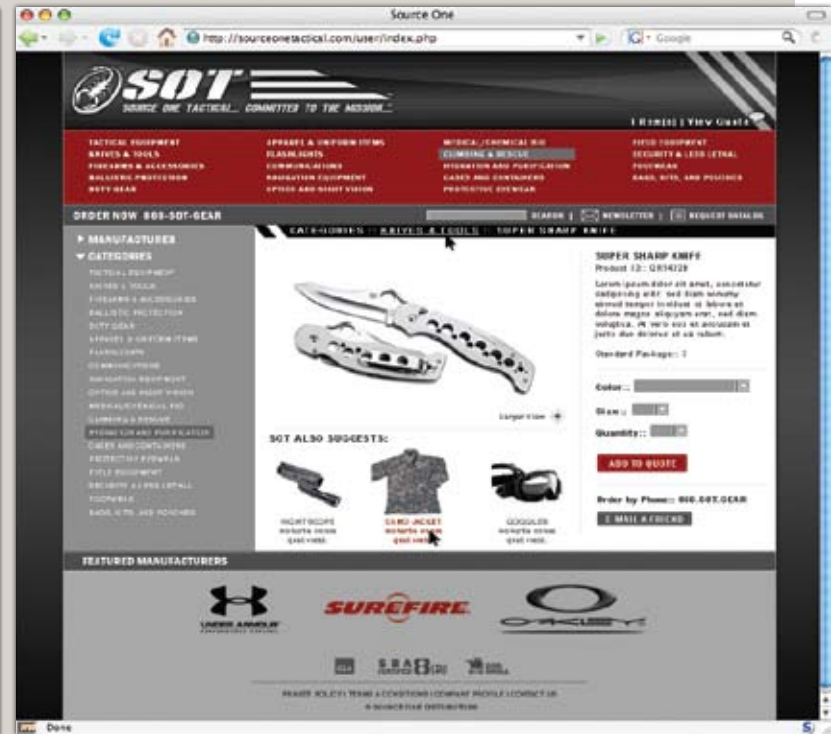
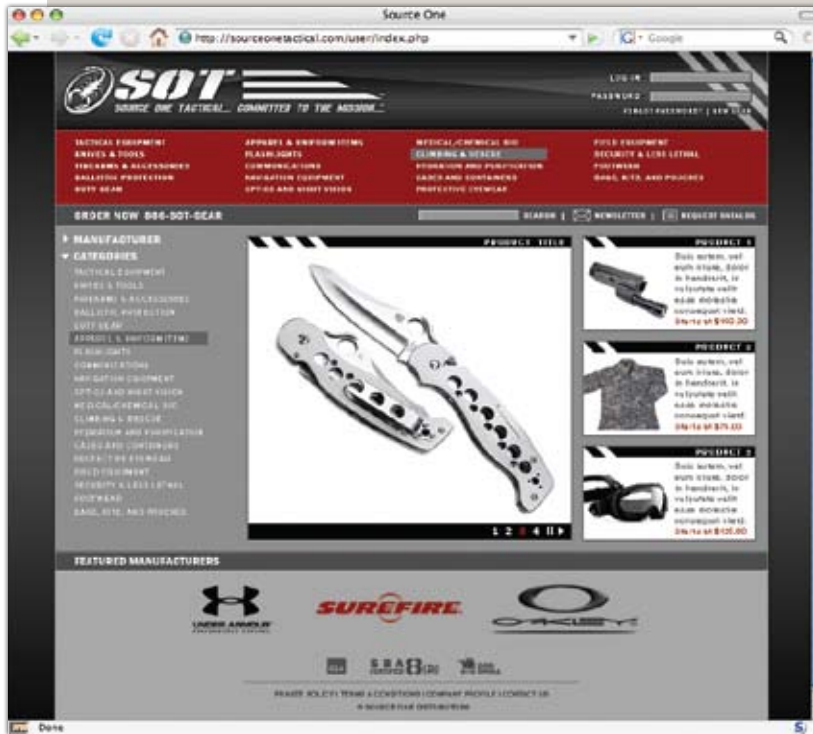
saf technologies | SAF Technologies is a security systems company focused on providing totally integrated security and safety solutions for corporate, industrial, and institutional customers. The website is designed to immediately communicate the company's four main sectors via flash, imagery, and text. The style of the design is reflective of the technology industry.

programs CS2: Photoshop, Dreamweaver
client SAF Technologies
company DeepBlue



truckin.tv | Collateral and logo design for Truckin.tv an on-line video forum for automotive enthusiasts. The design challenge was to appeal to a male-dominated industry through creating rough, corrosive graphics that encompass automotive without being overly specific.

programs | CS3: Photoshop, InDesign, Illustrator
client | Truckin.tv
company | Godfather Customs



► sourceonetactical.com

source one tactical | Source One Tactical is a lead distributor of military tactical gear to military base stores and contracting offices throughout the nation. The challenge of this site was to incorporate two category areas with one-click access to the product. The mission was to appeal to the military and other divisions including law enforcement without looking too military.

programs | CS2: Photoshop, Dreamweaver
client | Source One Tactical
company | DeepBlue

PACKAGING



godfather detailing products | Godfather Customs, a leader in the after-market automotive industry, is a distributor of quality auto parts. The challenge was to appeal to the everyday consumer who may know little about Godfather Customs by branding an affordable and familiar product line. This goal was achieved by designing an auto detailing product line. The redesigned logo with a flamed paint job look, custom typography, and chrome finish adds an automotive flare to the overall design.

programs | CS2: Illustrator; photography, mock-ups



► eightside.com



8 side records | 8 Side Records, the record label for the Masters Commission, is dedicated to helping talented artists flourish in a volatile industry. The overall design for the website was inspired by the 8 Side logo and incorporates the logo colors and modern style.

programs
client
company

CS2: Photoshop, Dreamweaver
8 Side Records
DeepBlue