

Ray Gerhardt

Graphic Design/Advertising & Promotion
raygerhardt.com (Portfolio)

CONTACT

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Tampa, Florida

SKILLS

- Graphic Design software:
 - Adobe Illustrator
 - Adobe Photoshop
 - Adobe InDesign
- 3D Fabrication:
 - Retina
 - Bambu Studio
 - Ultimaker Cura
 - Sure Cuts a Lot
 - TinkerCad
- Video Shooting & Editing
 - Adobe Premiere Pro
 - Adobe After Effects

EDUCATION

University of Tampa

Bachelor of Arts

8/2019 - EXPECTED 5/2024, 3.4 GPA

- Double Major - Design & Advertising/Promotion
- Achievement Award Scholarship Recipient
- Completed Coursework in Graphic Design 1, 2, and 3, Digital Fabrication, Digital Photography, and Foundations (2D & 3D)
- Completed Studies in Advertising Creative Direction, Branding & Packaging, and Advertising Campaigns

PROFILE

- Creative and motivated designer, known for strengths in Adobe Creative Suite, Fabrication Design, Digital Photography, and Advertising Creative Direction.

EXPERIENCE

Graphic Designer

Johnstown Meat Co., Butcher Shop, Walworth, WI
5/20 to Present

- Crafted compelling advertisements and captivating branding assets to elevate the visual identity of a premium meat brand. Seamlessly blending creativity with strategic messaging, I played a pivotal role in enhancing market presence and driving customer engagement through visually pleasing advertisements.

Graphic Design & Multimedia Intern

Bloomin' Brands, Corporate Office, Tampa, FL
5/23 to 8/23

- Shaped the visual identity of the diversity, equity, and inclusion team. Crafted compelling brand kits, and created multimedia content for Inclusive Leadership initiatives. Streamlined graphic development with templates, contributing to a dynamic internal marketing strategy.
- Designed a cohesive family of 10 logos for diverse programs, each encapsulating a unique identity yet harmonizing within a unified brand aesthetic.
- Crafted a compelling video showcasing professional interviews, blending technical expertise with creativity using video software. This multimedia project not only spotlighted the programs but also enhanced brand storytelling, adding a dynamic visual dimension to the overall marketing strategy.

Fabrication Technician

University of Tampa, Fabrication Lab, Tampa, FL
1/23 to Present

- Assisted students and faculty in creating designs for various machines including laser cutters, 3D printers, vinyl cutters, and large format printers.
- Conducted workshops, assisting over 100 students per semester leading to enhanced projects and successful machine utilization