

MGERWE

BRANDING INTERACTIVE PRINT ETCETERA

Michael Gerwe michael@mgerwe.com 920.268.2003

experience INDEPENDENT FREELANCER > 2006-present > Appleton, Wisconsin

Freelance designer working through agencies and directly with clients in northeast Wisconsin and throughout the country. Work has included numerous identity and branding projects, website development and design, catalog design, a variety of print work, and several photography commissions. My participation in projects often focuses on big-picture idea development at the front end, though I'm also regularly involved in carrying all manner of projects through from conception to completion. I'm comfortable starting from scratch, working with clients to fully realize their ideas, or working within existing parameters to expand the reach of a campaign.

CATALYST STUDIOS > 2003-2006 > Minneapolis, Minnesota

Interactive, print, and identity design for a firm specializing in branding and retail design. I served many roles, including designer, information architect, animator, writer, editor, production artist, and photographer. For smaller clients, I provided a wide array of services: developing identity systems, designing websites, and creating collateral materials while often serving as project manager. My work for larger clients generally consisted of concept development, promotional campaign design, and the creation of interactive applications for existing brands. Clients included Target Corporation, Best Buy, Minnesota Orchestra, KFAI Radio, and Tennant Company.

MINELLI, INC. > 1998, 1999, 2000-2002 > Boston, Massachusetts

Junior designer in a small branding studio. Managed many large-scope projects involving research, design, and production. Responsible for concept development on numerous projects for high-profile clients. Design work included annual reports, conference guides and invitations, and several interactive presentations. Clients included Fidelity Investments, Northeastern University, the Museum of Science, and Art Institute of Boston.

TOKI DESIGN > 1999 > San Francisco, California

Served as a junior production designer in small design studio. Clients here included a photography museum, art galleries, a fashion design company and a non-profit record label. Involved in the design, production, and roll-out of several internationally released books.

SYMIX COMPUTER SYSTEMS > 1997 > Columbus, Ohio

In-house designer for an international software company. Worked with an internal marketing team to develop a large direct mail campaigns and the collateral material for a national client conference. Responsible for all vendor management.

education UNIVERSITY OF CINCINNATI > College of Design, Architecture, Art, and Planning

Bachelor of Science in Design

Graduated magna cum laude, 2000

Participated in the professional practice program