



James T. Gerrish II

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Qualifications:

- Over 30 years of experience in print-related graphic design, illustration and art production, utilizing both traditional and computer-based techniques.
- A motivated, results-oriented person, a quick study, and a friendly and easygoing personality who works well with people.
- In any environment, I strive to be part of a team, working to produce the best possible solutions to the client's marketing needs.

Computer Skills (both IBM-PC and Macintosh):

- Adobe Creative Suite, incl. Photoshop, InDesign, Illustrator, etc.
- CorelDraw and Corel Ventura
- Microsoft Office Suite, Wordperfect Office Suite
- Misc. graphics software such as: RayDream Designer (3D) and Fractal Painter (illustration)

Employment:

- 10/2006 - present: **Manager of Creative Marketing** — Sierra Industries, Ltd., Uvalde, TX
Responsible for writing, designing & producing all marketing materials, including tradeshow, website design, magazine and online advertising design & production. Also responsible for design, copywriting and production of sales collateral materials including a yearly catalog, product brochures and direct response campaigns for a corporate jet aircraft manufacturing and maintenance firm.
- 5/2001 - 9/2006: **Designer/Prepress Manager** — The Uvalde Leader-News
Responsible for all advertising design and prepress composition for a bi-weekly newspaper. Also responsible for in-house computer and software maintenance & upgrades, as well as maintaining the website and associated advertising.
- 8/1996 - present: **Owner/Designer/Illustrator** — DayStar Design, Uvalde, TX
Home-based graphic design studio in South Texas. Projects include logo/corporate identity design, product catalogs, web page graphics, architectural illustration and numerous other collateral materials for a variety of clients (client listing on pg. 2).
- 5/1989 - 7/1996: **Art Director/Designer** — Avant Marketing, Albuquerque, NM
Responsible for design, art direction and production of yearly 300+ pg. catalog. Also responsible for quarterly catalog supplements, display ads, brochures, etc. Duties included color and press proofing of catalog, as well as photo art direction. Also responsible for researching digital cameras and color separation tools, as well as developing and implementing workflow for digital catalog production.
- 1/1989 - 5/1989: **Product Designer/Draftsman** — Westwood Lighting Group, El Paso, Texas
Worked with product managers to develop product concepts for the home lighting market, including conceptual product illustrations and assembly drawings.
- 6/1988 - 12/1988: **Graphic Designer** — The University of Texas at El Paso, El Paso, Texas
Responsible for design and art production of public relations materials for various university departments, including posters, brochures, annual reports and logo/stationery design. Instrumental in specification and acquisition of the publication departments' first Macintosh-based desktop publishing system.
- 6/1986 - 6/1988: **Freelance Graphic Designer/Illustrator**, Albuquerque, NM
Relocated to Las Cruces, NM in Spring, 1988
- 1/1985 - 4/1986: **Designer/Illustrator** — Paul Murray Graphic Design, Albuquerque, NM
Responsible for designing and producing camera-ready art, securing printing bids and overseeing jobs throughout the production process.
- 7/1982 - 7/1984: **Designer/Production Supervisor** — Will Sherwood & Co., Albuquerque, NM
Responsible for design, art production and technical illustration, supervision of art staff for technical and advertising art production for Sandia National Laboratories.

Education:

- Oct. 1997: Taz Tally — Advanced Photoshop Techniques seminar.
- Sept. 1994: Seybold/SF '94: Digital art production, Windows prepress seminars.
- April 1993: Seybold/Boston '93: Digital imaging and color prepress seminars.
- Feb. 1992: NOW Systems '92: Digital page composition seminar in Florida.
- Oct. 1990: Direct Marketing Association Annual Meeting & Workshop, San Francisco, CA
- Jan. '89 - May '89: Introduction to AutoCAD, New Mexico State University
- Jan. '87 - May '87: Architectural Rendering, Albuquerque Technical-Vocational Institute
- June '76 - Aug '77: Private instruction in Advertising Art from Mr. Harry Kallish, retired art director, Campbell-Mithun Advertising, Chicago, Illinois.
- Aug '73 - Dec '76: University of New Mexico, Albuquerque, NM — Mechanical Engineering
- June 1973: Graduated Sandia High School, Albuquerque, New Mexico

Awards:

- 2003: South Texas Press Association — First Place, Advertising, Div. 3
South Texas Press Association — First Place, General Excellence, Div. 3
- 2002: South Texas Press Association — First Place, Special Sections, Div. 3
Texas Press Association — First Place, Advertising, Div. 4
- 2001: Texas Press Association — First Place, Advertising, Div. 4
- 1991: American Catalog Awards —
Second Place: National Business-to-Business Catalog
- 1985: New Mexico Advertising Federation Awards —
First Place, Direct Mail - Illustration,
First Place, Poster Design

DayStar Design Selected Clientele:

- **Sierra Industries, Ltd.**, Uvalde, TX — Corporate / Business Jet Modifications / Sales / Leasing
- **Global Energy USA**, Houston, TX — International Oil & Gas Development
- **Kaufman's West**, Albuquerque, NM — sporting goods & military surplus cataloger/supplier
- **RizoJet Avionics**, Hondo, TX — Business Jet Avionics Services
- **Select Sports Group, LLC**, Houston, TX — Sports and Entertainment Agents & Consulting
- **Thomas Publishing Co.**, New York, NY — Publisher of the Thomas Register Industrial Guides

Interests:

I have been involved for years in playing keyboards and singing in various musical groups, with my wife, Susan — a music minister in the United Methodist Church. For recreation, I enjoy playing music, reading, hiking and camping.

References:

Personal & Professional References on request.