

HELLO

My name is Gerald Rhodes and I have over a decade of design experience. I have a BFA from ULL and two web program certificates from Rice University. Before that, I received a Visual Arts certificate from the world famous New Orleans Center for Creative Art. There are a lot of other accomplishments and accolades listed in my resume. I am currently responsible for maintaining and establishing new brand identities for the Children's Museum of Houston through exhibits and marketing campaign materials distributed to the public.

EDUCATION:

October 2008 Rice University School of Continuing Studies Certificate

Using Dreamweaver to Create and Manage Web Sites

June 2007 Rice University School of Continuing Studies Certificate

Using Flash to Create Interactive Web Sites

May 2003 University of Louisiana at Lafayette Bachelor of Fine Arts at Lafayette Bachelor of Fine Arts

Graphic Design Dean's List of Arts

May 1997 New Orleans Center for Creative Arts (NOCCA) Visual Art degree

NOCCA is the legendary artistic school, which produce famous and talented people such as: Harry Conic Jr. and Winston Marcellus. Learned Painting, illustrating, drawing, and designing.

May 1997 Warren Easton Fundamental Senior High School

National Blue Ribbon designation by the United States Department of Education.

NON-PROFIT DESIGN WORK 2003–2015:

Cité Des Arts Theatre/Organization
Shoot for a Cure benefiting the
Ric Summers Appendiceal Cancer
Research Fund
at MD Anderson Cancer Center
St. Jude's Children Research Hospital
Green Tree Foundation
Creative Dreams Outreach Center

ASSOCIATIONS & APPOINTMENTS

MEMBER:
Art Director's Club of Houston, AIGA Houston/
Lafayette and Phi Beta Sigma Fraternity

OFFICER:
Vice President of Phi Beta Sigma Fraternity,
Vice President of Union Program Council,
St. Jude's Children Research Hospital,
UPC At-Large-Representative, (ULL) SGA
Senator, (ULL) Union Program Council, (ULL)
Spirit Committee, (ULL) Chair of Homecoming
Committee, (ULL)
Traditions Committee and(ULL) Public Relations

AWARDS:

May 2016
2015 American Graphic
Design Award
Invitations, Announcements, Cards

March 2015
2015 American Graphic
Design Award
Invitations, Announcements, Cards

February 2015
Silver ADDY
American Advertising Federation (AAF)
Responsive Website Design
and Development

November 2012
2012 American Graphic Design Award
P-O-P, Signs + Displays Category

May 2011
2011 Lois Drutz Boiarsky award
CMH Employee of the Year Award

November 2011
2011 American
Graphic Design Awards
P-O-P, Signs + Displays Category

November 2007
2007 Houston Printing Awards
Graphics award for Best
Specialize Printed Piece

SOFTWARE PROGRAMS

Adobe After Effects,
Adobe Illustrator, Adobe Indesign, Adobe
Photoshop, Dreamweaver, Flash, Quark
Xpress, Coral Draw, Word, Adobe
InDesign, Tendenci CMS, Nodus
Solutions CMS,
Microsoft certified, and Sign Pro

CODING

SEO, HTML, CSS, Action Scripting

SPECIAL DESIGN CLASSES

Web (html) design, Packaging design,
Production design,
Typographic design



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GERALD-RHODES™

EMPLOYMENT

2004–2016 (Present)

**Art Director of Branding and Collateral Design
at Children Museum of Houston**

Designed an **(GDUSA) award winning** Display for a **\$1,000,000** literary program called FLIP. Also designed the FLIP Literary Program itself. Received the **2011 Lois Drutz Boiarsky awarded** for my work at CMH. Created entire graphic package (three 36 to 80 page program books, logos, signage, kiosk, etc.) for the **2011 Association of Children's Museums (ACM)** conference. Designed (in English and Spanish) the Annual Reports, Corporate Newsletters, Posters, award winning invites, Newsletters, Press Kits, T-shirts, Web sites, Logos, Postcards, Showcases, Bookmarks, Billboard, Brochures, QR coded maps and Maintain Website graphics. **Saved** CMH **\$50,000** by self-installing vinyl banners, illustrating animations, bidding out projects, fixing Macintosh Network Systems, getting media kits donated, and using email able digital proofing. Designed exhibits for **McDonalds, Targets, Home Depot, The Queen of Norway** and **Charles M. Schulz (Peanutvs and Snoopy Cartoons)**. Providing full page ads for newspapers such as The Houston Defender, The Houston Chronicle, Rumbo, and El Dia.

November 2003–April 2004

**Graphic Designer/Photographer (inhouse):
Visual Connections Design Studio**

Using Quark Xpress, Adobe Illustrator, and Adobe Photoshop I designed Posters, Press Kits, T-Shirts, Logos, Postcards, CD Covers, Jackets, Business Cards, Stage Play Program, Stella Awards Tickets, Book Covers and Book Layouts. Also a Photographer for the studio doing photo shots.

Summer–Fall 2003

**Graphic Designer (inhouse):
Promotional Images/ Sign Source**

Designed (using Sign Pro 6, Adobe Illustrator 10, and Adobe Photoshop 7.0) Posters, Press Kits, T-Shirts, Logos, Postcards, CD Covers, Jackets, Business Cards, Stage Play Political Decals, Posters, T-Shirts, Stickers, Logos, Billboards, Vinyl signs, screen printing signs and sandblasting designs.

Summer 2003

**Graphic Designer (Freelancer):
Faith N Soul Newspaper Magazine**

Designed Ad Layouts for editions using Quark Xpress 4, Adobe Illustrator 10, and Adobe Photoshop 7.0

2002–2003

**Graphic Designer (Freelancer):
Union Program Council**

Made Posters, Advertising Specialty and T-Shirts (Using Sign Pro 6, Adobe Illustrator 10, and Adobe Photoshop 7.0)

2002–2003

**Layout Designer and Bar Manager (inhouse):
Metro World Trading Inc.**

Using Quark Xpress 4, Adobe Illustrator 10, and Adobe Photoshop 7.0 made table tent, menu, advertising bags, water labels and took care of the daily events

Fall 2002

**Clerk Exxon Graphic Design Department
(inhouse intern):**

Deisgned files and folders

2001–2002

**Photographer (inhouse):
University of Louisiana at Lafayette's Yearbook Dept
(L'Acadien) and Newspaper (the Vermilion).**

Responsible for taking pictures of school events

Spring 2001

**Graphic Designer (Intern):
KATC Channel 3 (Lafayette, La)**

Make graphics for the 10 o'clock show using Adobe Photoshop 5.5

Summer 2001

Drawing Instructor (inhouse): Gumbo U

Taught drawing design classes to people from eight (8) to eighty Years of age - landscaping, still life, etc.

Spring 1998

**Hall Director of University of Louisiana
at Lafayette's Dormitory**

Was responsible for the safety of 350 students and a staff of seven Residential Hall Counselors.

Summer 1997–98

**Graphic Design Instructor/Intern: Metairie Park
Country Day School**

Taught Photoshop 3.0 to children with medical illnesses, such as hyperactivity.



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