



RICCI GERTZ

ILLUSTRATOR & GRAPHIC DESIGNER

PERSONAL STATEMENT

Experienced Illustrator and Art Director with a demonstrated history of working in the art and design field. Seeking an opportunity to contribute and apply my drawing skills, creative thinking, conceptualization, organization and attention to detail in the design industry.

Professionally skilled in Adobe Creative Suite. Background in Branding, Logo Design, Package Design, Retail Displays, and custom design through various freelance clients.

EDUCATION

BACHELOR OF FINE ARTS

Minneapolis College
of Art and Design 2004 - 2008

EXTRA CURRICULAR ACTIVITIES

VOLUNTEER GRAPHIC DESIGN

K9 Care Montana 2019-PRESENT

BOARD MEMBER

Bigfork Art & Cultural Centre 2018-2020

VOLUNTEER GRAPHIC DESIGN

Tres Dias Montana 2017-PRESENT

VOLUNTEER GRAPHIC DESIGN

Canvas Church 2015-PRESENT

WORK EXPERIENCE

ART DIRECTOR

Foerstel Design
Boise, Idaho (remote)

2021

Illustrated, designed, and developed food packaging and branding concepts which were implemented into final products in the Organic & Natural Foods industry as well as client and brand identity, copy writing, storyboarding and 3D modeling for various packages.

SENIOR DESIGNER

The Pivot Group
Washington DC (remote)

2020
(Contract Position)

Illustrated, designed, and developed smart strategic concepts which also addressed client feedback and edits resulting in an optimal finished product which clearly communicated the client brand and mission. Created production-ready work across platforms, including direct mail, vote-by-mail, brand identity, broadcast and digital based on concepts written by client services for political candidates and organizations for the 2020 Election Cycle.

SENIOR DESIGNER

Meissenburg Designs
Bigfork, Montana

2013-2020

Designed and developed decor and branding concepts which were implemented into final products of various physical sub straights, often lighted or shaped pieces done in collaboration with the company's CAD machine and routers. In-House Illustrator created vintage style travel posters, patterns, landscapes, food & drink images. Produced product mock-ups and incorporated them into lifestyle shots for social media. Designed and laid out various product catalogs annually, created various ads. Managed Instagram account and email campaigns. Organized and managed a large archive of vintage ephemera and images.

FREELANCE BUSINESS

Ricci Gertz Illustration & Design (Owner)

est. 2018

Established freelance Illustration, Graphic Design and Branding business for local and national clients, some favorite/highlighted projects include:

- Produced themed weekly Social Media Illustrations for Scribd
- Packaging Design, Retail Displays and Decks for Bumbleroot Foods
- Packaging Design and Retail Displays Roam Free Bison Jerky
- Info graphics and Decks for Soul Buffalo
- Label Design for Golden Triangle Brewing Company
- Map Design for the Bob Marshall Wilderness Foundation

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