

GERI ZARATE

Berkeley, California
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510.384.9031

OBJECTIVE

To continue my growth in Production Art and Design.

EDUCATION

Cal Poly State University, San Luis Obispo
Bachelor of Science degree – Applied Art & Design, 1989.
Studies include: Typography, Design, Photo History,
Art History, and Photography.

WORK EXPERIENCE

December 1995 - present
Freelance Production Artist & Graphic Designer
2010: Incase Designs Corp. – San Francisco, CA
Projects include preparing line extensions of packaging for Apple products with multiple languages where copy is critical and prepared with accuracy.
2009: Old Navy – San Francisco, CA
Projects include preparing for final art visual/marketing material for instore marketing and packaging.
2007: Elephant – Oakland, CA
Responsible for the implementation of the new Peets' menu design to six different size format menus distributed to stores throughout the U.S.
2006: Gap Inc. Outlet – San Francisco, CA
Projects include designing and preparing for final art visual/marketing material for window posters and in-store signage as well as attending presschecks.
2001-06: The Thompson Design Group – San Francisco, CA
Projects include preparing complex digital files for final art of packaging material for Drumstick & Dreyer's Ice Cream, Nestlé Petcare, Beverages & Confections.

March 1995 - November 1995

Colonna Farrell Design – St. Helena, CA
Production Artist & Graphic Designer. Responsible for press checks; digital final artwork produced in Illustrator, Quark, and Photoshop; highend comping for wine label designs; coordinating clients schedule with vendors and printers. Clientele in consumer goods and premium wine industries.

July 1993 - March 1995

SBG Partners – San Francisco, CA
Production Artist. Responsibilities include producing both digital and traditional boards for final mechanical art as well as comps for presentation. Clients include: Dial Corp., Post, G. Heileman, Williams Sonoma, The Wine Group, and Cara Mia.

June 1992 - June 1993

Freelance Designer & Production Artist
SBG Partners, Colonna Farrell Design, Monnens-Addis Design.

March 1990 - June 1992

The Design Company – San Francisco, CA
Graphic Designer. Responsible for conceptual design of beer, cereal, and snack food packaging as well as production of drawdown comps.

SKILLS

Efficient and detail oriented production art. Organized, focused under pressure, excellent hand skills. Proficient in Illustrator, InDesign and Photoshop.

INTERESTS

Photography, travel and cooking.