

Jerilyn Gover

Graphic Designer/ Art Director

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Versatile, results driven, 20+ year graphic designer and art director, specializing in retail brand building and strategic marketing design. Design mentor who wishes to grow and lead junior designers and art directors. Peer champion that thrives in collaborative team environments. Positive thought leader focused on problem-solving and holistic solutions.

Skills:

Adobe Creative Cloud
Microsoft Office
KeyShot
Creative Direction
Print and Web Design
Illustration
Brand Building
Brand Strategy
Photography Direction
Photography Retouching

Package Design
Retail Environments
3D Rendering
Client Management
Presentations
Creative Budgets
Print Sourcing
Talent Scouting
Location Scouting
Video Editing

Career Highlights:

Helped Tandy Brands art department grow to a team of 6
Increase Pier 1 Credit Card application by 30%
Increase Pier 1 Gift Card Sales by 15%
Establish proofing procedures for Peaches Catalogs, increasing accuracy
Winning business for Veritiv with Ocean Blue (\$50,000)

Education:

December 2000
Bachelor of Fine Arts Communication Design
University of Texas at Arlington
Cum laude
MaRC - Masters of Retail Certification (*in process*)

Experience:

Brand and Graphic Designer II
Veritiv
Atlanta, GA
September 2015 – present

- Collaborate with packaging engineers, sales team and customers to develop design-driven solutions to solve for business opportunities
- Develop art direction and guide team members throughout the creative process
- Present work to sales reps and customers, interpret customer feedback and offer appropriate solutions
- Conduct creative sessions with team members to kick off new initiatives

Graphic Designer**Pier 1 Imports****Fort Worth, TX****January 2009 – June 2015**

- Designed monthly promotional store signage for over 1000 retail stores in the US and Canada
- Designed out-of-home advertising for new store openings all across the US
- Created all credit card marketing store signs and direct marketing collateral
- Designed Pier 1's gift card program
- Advised and guided production team with graphics
- Managed and art directed photoshoots

Art Director**Peaches Uniforms****Dallas, TX****September 2005 – June 2008**

- Designed Peaches quarterly design collection catalogs
- Booked and managed photo photoshoots, including booking models and studios
- Art directed all photoshoots
- Designed various other marketing items such as packaging, point of purchase, brochures, and fax/email blasts
- Provided graphic and marketing support for Peaches approximately 2000 customers
- Managed marketing project budgets, gathered quotes for materials and printing

Sr. Graphic Designer**Tandy Brands Accessories****Arlington, TX****November 1999 - September 2005**

- Helped the Art Director lead and grow the graphic design team to 6 total designers
- Designed retail presentations, planograms, packaging, and point of purchase for customers such as Walmart, Target, Payless Shoesource, and others
- Designed product for room accessories and communicated production with factories overseas