
GABRIEL SERRANO

GRAPHIC DESIGNER

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EXPERIENCE

INSIDEHOOK, *jan '21 – may '23*

Visual Designer

- Created editorial art for articles published daily
- Photographed and retouched images for feature articles as well as product recommendations
- Developed an online landing hub where products can be purchased called The Goods
- Designed collateral for branded partnership events, including invites, posters, decor, etc.
- Illustrated artwork for brand partnerships such as eBay, Monster Energy, PXG, and Safelite

WONDERCADE, *jan '21 – may '23*

Visual Designer

- Collaborated with Neil Patrick Harris to conceptualize the brand's overall aesthetic and voice
- Redesigned the weekly newsletter to be more on brand
- Led the design for the launch of the Wondercade website
- Photographed and retouched images for feature articles

JOHN KNEAPLER DESIGN, *apr '19 – jan '21*

Graphic Designer

- Designed and edited annual reports for various companies
- Produced fliers, signage, invitations, and email blasts for the firm's inaugural Spring Art Show
- Photographed, retouched, and cataloged paintings
- Prepared mechanical files to be sent to printer
- Conducted administrative tasks, such as expense reporting for the art department

SIMONWILL ENTERTAINMENT, *june '17 – oct '18*

Choreographer + Stage Designer

- Composed the sequence of steps and staging directions for multiple seasonal shows at Canobie Lake Park
- Worked closely with trained dancers, actors, and all stage performers, to teach them the required steps and routines, and ensure continuity is maintained throughout productions
- Assisted the show's producer to realize their dance movement and stage design concepts

EDUCATION

The City College of New York, 2012
B.F.A. Electronic Design & Multimedia
Magna Cum Laude
Honor's Program
Dean's List
Thesis: Making Mediadance

SKILLS

ADOBE CREATIVE SUITE

Photoshop
Illustrator
InDesign
After Effects
Audition
Lightroom

WEB

Sketch
Figma

MEDIA

Illustration
Lettering
Photography

LANGUAGES

Spanish

CLIENTS

Costco
Ebay
Monster Energy
PXG
Russell's Reserve
Safelite

VOLUNTEER

Type Directors Club: Type Thursday
Typographics: 2019 Convention