

Gayelynn Miller
19160 Beardsley Road
Los Gatos CA 95033

408 250 5933
g@millerdesign.com

Visual Designer

"She is a nifty designer."

Bob Meyerson, Creative Director,
Coakley-Heagerty Advertising

"One of Gayelynn's strongest traits is her reliability. No matter what the task or the timeframe, she can be relied upon to complete the project with an exceptional level of quality."

Karen Bunton, Director of Corporate Communications, Calpine Corporation

Recognition

San Francisco Addy
Western Art Directors Club
Graphic Design: USA
International Association of
Business Communicators ::
- Award of Excellence
- Bay Area Best
Calpine Corporation ::
Five Star of Excellence
Nominated by Executive Staff,
Only 35 Recipients out of 3,000

Hello Marketing Team:

With my expert knowledge in Design thinking methods, I have acquired the professionalism, ingenuity, and can-do attitude that can benefit your organization and your clients. I am a natural diplomat with strong communication and skills who is willing to prove themselves within your company and team. I have a background creating visually stunning user experiences for digital media and for print.

I have worked in collaboration with business founders and key stakeholders in marketing functions within some of the largest organizations in Silicon Valley. I embrace new challenges, technology, and stay current in today's design trends. My number one motto is the end-user experience.

I hold a BS degree in Graphic Design from San Jose State University and a Certification in Web Design from San Francisco AcademyX.

Please contact me at g@millerdesign.com or at **408.250.5933** to set-up a personal meeting and to review my complete portfolio. Attached is my resume.

Best Regards,
Gayelynn Miller



Gayelynn Miller

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Education

Bachelor of Science Degree,
Graphic Design, San Jose State University

Certificate in Web Design,
San Francisco AcademyX

Digital Skills

InDesign, Photoshop, Illustrator, Acrobat;
CSS, HTML, JavaScript, PHP, jQuery, SEO;
Dreamweaver, Fireworks, Soundbooth;
Microsoft Word, PowerPoint, Excel;
QuickBooks, Copper Project Management.

Professional Experience

FREELANCE DESIGN

2011–2016 :: Visual Designer/Art Direction

Key Highlights:

ROSETTA INTERACTIVE AGENCY

Art Director, Project Manager,
Visual Designer

Art Direction and Project Management for
team of 9 Designers; designing 4,000 pixel
perfect icons for software developer in France.
Visual Designer for BlackBerry; user interface
designs for desktop and mobile devices.

MELLANOX TECHNOLOGIES

Sr. Graphic Designer

Branded marketing campaigns that included:
re-branding of marketing collateral, logos,
eBlast, micro websites, give-a-ways, digital
signage, PowerPoint presentation templates,
messaging, print advertising, banner ads, icon
design, product logos and style guides.

Responsibilities:

Conceptual design, corporate communications,
art direction, graphic design, production, print
management, vendor liaison, project management,
HTML/CSS coding.

Other clients include:

Prudential Real Estate
Jewish Community Center (JCC)

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SAN JOSE CONVENTION & VISITORS BUREAU (Team San Jose) 2008–2011 :: Associate Art Director

Promoting the City of San Jose as a premier
meeting and tourist destination through
strategic marketing. Leading the National
Sales Team and other key stakeholders by
creating successful ROI campaigns.

Key Highlights:

Advertising Campaigns

Research, ad concepts and implementation
(print and online), project management for
over 20 publications, tracking, copywriting,
budgeting. Special inserts for the San Jose
Business Journal.

Tradeshows and Events

Booth designs, posters, print banners, plasma
advertising, eBlast, brochures, web portals,
branded gifts, incentive programs, invites.

Key Venues:

City National Civic

Partnered with the SJ Redevelopment Agency
and Nederlander Concerts, extensive new way-
finding package (over 500 signs), new food
& beverage signage for 10 concessions. Brand
identity including 75-year logo, brochures,
posters, postcards, promotional, print and
online advertising, interior design, project
and budget management.

The Tech Museum of Innovation

Partnered with The Tech Museum for
the opening events of Leonardo, Genghis
Khan and Body Worlds: train wraps, bus
wraps, large posters, print ads, web banners,
eBlast, outdoor billboards, over-sized
outdoor banners, way-finding signage,
sales blitz, ice dashers, project management,
design and art direction.

Art Direction/Design for other venues:

**San Jose Convention Center, Center
for the Performing Arts, California Theatre.**

CALPINE CORPORATION

2005–2007 :: Designer/Art Director

Collaborating with the executive staff of an
environmentally clean electric power company,
creating a new infrastructure through internal
and external communications.

Accomplishments:

Brochures, fact sheets, events, promotional
items, annual reports, web design, intranet
flash banner designs, logos, advertising,
interactive PDFs, online newsletters and
invites, presentation templates, and other
program development materials.

Responsibilities:

Conceptual design, corporate communications,
art direction of photo shoots, production, print
management, vendor liaison, maintenance of
building the new Calpine, and management of
the image library.

FREELANCE DESIGN

2002–2005 :: Art Direction/Print/Interactive

Promotional campaigns, websites, eBlast,
illustrations, logos, posters, and brochures
for several award-winning photographers
and illustrators. Newsletters, advertising,
information brochures, presentations,
brand identities and other marketing collateral.

Clients included:

British Telecom, Cisco, Cadence, Lam
Research, Schoolpop, Sun, Sybase, Ausra,
Ensemble Monterey Orchestra, Ernst & Young,
Fulcrum BioEnergy, Numenta, Cadence, City
of Saratoga, Linda De Moreta Represents.

HANDSPRING, INC.

2000–2002 :: Graphic Designer/Art Direction

Accomplishments:

Retail packaging, in-box collateral, brochures,
fact sheets, point-of-purchase, major trade
shows and events (design and set-up displays),
promotional items, annual reports, web
design, icons, sales and training materials,
advertising, vehicle graphics, and a wide range
of other marketing collateral.

Responsibilities:

Conceptual design, brand marketing, art
direction of product and lifestyle photo shoots,
production, print management, vendor liaison,
maintenance of the corporate brand.