

Christine Gemassmer

1144 Werth Ave. | Menlo Park, CA 94025 | 650 814 4541 | gemassmerdesign@gmail.com

QUALIFICATIONS

Design

- COLLATERAL – Designed high level collateral and global templates for brochures, data sheets and other support documents for products and services.
- WEB-BASED MARKETING – Designed online ad banners, company website banners and email banners for templated email newsletters and campaign emails.
- PRODUCT AND CORPORATE IMAGERY DESIGN – Created product/program logos, corporate imaging design and photo manipulation/touch up. Designed Trade Show booth layout, supporting graphics and production.
- PRINT ADVERTISING – Conceptualized magazine advertising through production for brand and product level ads.

Skills

- Managed graphic side of user conferences and sales kick-off events; developed "look and feel", created direct mail pieces and conference materials.
- Created and maintained relationships with outside vendors for print, fulfillment and logo merchandise.
- Managed pre-press, print bidding and direct print requirements with commercial printers and publications.

EXPERIENCE

Gemassmer Design, Menlo Park, CA
Designer (November 2015 – Present)

Tidemark, Redwood City, CA
Art Director (January 2014 – June 2015)

- Responsible for all corporate branded materials both internally and externally facing.
- Created and designed a consistent corporate look and feel across all aspects of the company including: website, social media outlets, demand-gen campaigns, marketing/sales collateral, presentations, and advertising and tradeshow/conference materials and booths.

VMware, Palo Alto, CA
Senior Graphic Designer (November 2011 – December 2013)

- Responsible for overseeing and maintaining brand consistency globally.
- Developed and trained agencies globally on VMware brand and creative execution.
- Managed Brand 2.0 expansion project leveraging current brand assets with new assets.
- Created and maintained new Corporate Brand Guidelines based on brand expansion project.
- Art directed and designed corporate branded materials including: tradeshow booths (both in US and EMEA), signage, videos, marketing programs, partner campaigns and demand-gen campaigns, and high-level corporate design projects.
- Created advertising library for regions globally.

Polycom, San Jose, CA
Senior Graphic Designer (October 2008 – November 2011)

- Designed and produced global collateral templates.
- Brand advisor and evangelist. Responsible for Global Brand and Co-Branded Guidelines.
- Created web-based banners for invitations, announcements, Eloqua templates and corporate web needs.
- Designed "look and feel" for all printed materials for TEAM Polycom 2010 and 2011, including signage, conference guide, welcome letter, EXPO At-A-Glance foldout, badges and logo merchandise for sponsorships.
- Acknowledgements: Efficiency Award from CMO Q2 2009, three Star Awards in 2010, and two Star Awards in 2011.

Entegris, Chaska, MN

Graphic Design Specialist (October 2007 – October 2008)

- Designed and produced: brochures, product data sheets, technical/application notes, product solution booklets and event marketing materials. Provided global support of marketing materials.
- Regularly performed photo and illustration manipulation/clean-up.
- Managed product photo shoot.
- Maintained archive files and asset library.

Hyperion, Santa Clara, CA/Eden Prairie, MN (Acquired by Oracle)

Senior Graphic Designer (2003 – 2004, 2005 – July 2007)

Senior Graphic Designer Contractor (Icon/Comensura: 2004 – 2005)

- Designed and produced: brochures, data sheets, white papers, direct mail, corporate stationary package, events marketing materials and customer stories, produced and distributed advertising materials globally.
- Designed Hyperion 25th Anniversary logo.
- Produced Solutions 2004, 2005 and 2007 International User Conference materials, Solutions 2005, 2006, and 2007 Global Conference materials and Hyperion Worldwide Sales Kickoff materials for 2005 and 2006.
- Created web-based and printed invitations.

Brio Software, Santa Clara, CA and Eden Prairie, MN (Acquired by Hyperion Solutions)

Graphic Designer Contractor (Aquent: 2000 – 2001)

Senior Graphic Designer and Brand Identity (2001 – 2003)

Responsible for design, production and archiving of all marketing collateral as well as insure integrity of brand identity for both internal and external usage. Specific responsibilities include:

- Design of data sheets, brochures, white papers, direct mail, product guide and customer stories.
- Creation of web-based invitations, online ads, splash screens and CD artwork.
- Production of all user conference printed materials; including binder, signs, badges, conference guide, online conference art and conference logo.
- Production and distribution of publication advertising materials and trade show materials, including signage.
- Management of part number tracking system and corporate giveaways and providing of international marketing support. Also maintained relationships with outside vendors for print, mailhouse and fulfillment, and giveaways.
- Creation of all printed pieces for Brio Transformation Meeting: including signs, PowerPoint template and data sheets.

Halleck, Palo Alto, CA

Graphic Designer Contractor (2000)

CACI Products Company, La Jolla, CA (Acquired By Compuware)

Graphics Arts Manager (1998 – 2000)

Marketing Coordinator (1996 – 1998)

EDUCATION

- B.S., Business Administration, University of Arizona, Tucson, AZ
- Certificates, Graphic Design and Advertising Communication, The Art Institute of California, San Diego, CA