



GORDON WERNER

EXPERIENCE

Creative Director / Web Developer / Brand Manager

Integra Bank - July 2001 - Present / Client List: In House Marketing. Projects and responsibilities include in-lobby POP, brochures, letterhead, direct mail, signage, credit card plastics, outdoor, web design, web programming, broadcast television/radio, branding, advertising, banking center design and banking center merchandising. Manage, maintain and create current Integra Bank brand and creative process. This includes strategizing and developing bank marketing and advertising materials. Supervise creative department. Ensure advertising and brand guidelines are followed through in print and electronic media.

Creative Principal / Freelance

WernerWerks - May 2001 - Present / Client List: Integra Bank, Ellison Jewelers, On-Site Computer Solutions, Signs Now, Justin Lagrange and Visual Rush Design. Work with various businesses on projects ranging from fleet graphics to database web design.

Graphic Designer

Daniel Burton Dean- July 1999 - February 2001 / Client List: Atlas Van Lines, American General Finance, Escalade Sports, Veazey Parrot Durkin & Shoulders, Integra Bank and Rexam Plastics. Worked as a graphic designer on projects ranging from print to multimedia. Responsibilities included: initiate client meetings, create concept designs and present to clients, build 3D mock-ups of conceptual and subsequent design phases, coordinate with other team members to prioritize workflows, direct studio and location photography, and communicate with vendors and suppliers through project completions.

AWARDS

(district 6 ad club)

2004 Identity Integra Bank Innovators
2004 Annual Report Integra Bank
2003 Web Integra Bank integrabank.com
2003 Advertising Campaign Integra Bank "Fly"
2003 Packaging Goalrilla Packaging

2003 Brochure VPDS Brochure
2003 Packaging Goalrilla Packaging
2002 Best of Show in Multimedia VPDS Campaign
2002 Multimedia Campaign VPDS Campaign
2001 Advertising Campaign Integra Bank "I Switched"

HONORS

Eagle Scout Award / Buffalo Trace Council / 1993

SKILLS

Print / Photoshop, ImageReady, Illustrator, Quark
Web / BBedit, HTML, XHTML, CSS, Javascript, PHP
Misc / Keynote, Acrobat Pro, OS X, Windows XP

View my online portfolio at wernerwerks.com.

References available upon request.