

CAREER HISTORY

Art Director

NECCO Candies - Revere, MA | September 2012 - Present

Lead design team in rejuvenating the company's traditional packaging and products to increase brand awareness and appeal to new demographics. Develop new products, packaging, and marketing campaigns. Design everyday and seasonal products from preliminary sketches to finished goods while collaborating directly with photographers, print vendors, engineers, and sales teams. Manage and provide art direction to junior-level design staff. Create expo booth designs, large scale signage, and other marketing/sales support materials.

Owner/Designer/Creative Director

Gigawatt Graphics - Creative Design Studio | January 2002 - Present

Manage all aspects of this award-winning full-service design studio that offers freelance design work to numerous clients. Services include branding and logo creation, marketing campaigns, product development, illustrations, wedding and event packages, website development, product packaging, brochures, flyers, business cards, 3D printing, book covers, digital/web graphics, and more. Clients include: Heinemann Publishing, Post Woodworking Sheds, BJs, American Capital Ltd., Harold Grinspoon Foundation, ConRes, Evan's Deli, and Brooklyn Beans.

Graphic Designer

Conservation Services Group - Westborough, MA | April 2012 - September 2012

Lead designer supporting multiple regions and clients throughout the United States. Design responsibilities included marketing campaigns with "a focus on energy conservation, direct mail pieces, brochures, web and print ads, website development, large-scale trade show graphics, billboards, and other marketing materials from concept through completion. Provided art direction and project management to junior level design staff and contractors, worked directly with vendors, and assisted in corporate communications.

Graphic Designer of Product Development

Boston Warehouse - Norwood, MA | September 2009 - April 2012

Lead designer of product development and packaging for award winning Spotless Goddess, Garden Goddess, and BW Cleaning product lines. Development projects included oven mitts, tumblers, shaped mugs, kitchen timers, and other household products that are sold to major retail chains nationwide. Created four large deadline-driven catalogs each year. Worked directly with manufacturers, photographers, and print shops. Spearheaded branding campaign for sister company, ABCs of Decor, which included logo/branding creation, business cards, and all packaging layouts. *Recipient of a 2012 GDUSA American Package Design Award as well as a 2011 National Hardware Show Retailers Choice Award.*

Graphic Designer

EH Publishing - Framingham, MA | April 2008 - May 2009

Designed all visual elements and marketing materials for four trade shows: WFX Fall '08 (*Tradeshaw Week's Fastest 50 award winner*), WFX Spring '09, Robo Development, and Robo Business Conference and Expo. Created marketing campaigns in print, web, and electronic applications, including direct mail postcards and brochures, 80-page show directories, large scale show signage, event websites, email blasts, and magazine advertisements.

Graphic Designer

That's My Ticket - Medway, MA | October 2006 - April 2008

Developed officially licensed merchandise for Major League Baseball (MLB), the National Football League (NFL), and the National Hockey League (NHL), including ticket archives, lanyards, and custom ticket frames. Worked directly with MLB and NHL approval processes. Designed marketing collateral, including newspaper advertisements, website banner ads, and sales sheets. Launched company's social media marketing. Created company logos, business cards, and website. Overall sales doubled with implementation of new branding.

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Flash
- Adobe Acrobat Pro
- Adobe Distiller
- QuarkXpress
- MS Office
- Dreamweaver
- HTML
- Java Script
- Video Editing
- 3D Printing
- Photography and dark room skills
- Wacom Tablet Technology

EDUCATION

Fitchburg State College
Bachelors of Science Degree | 2005
Major: Graphic Design
Communication Media

Mount Wachusett Community College
Associate of Science Degree | 2003
Major: Graphic Design

“Geoff is an imaginative and versatile designer who works very well across all marketing and advertising mediums. He brings a new and fresh perspective to all of his design projects and consistently exceeded expectations. Geoff's attention to detail and Photoshop skills are impeccable. He can manage a very demanding workload with ease and is able to meet tight deadlines without compromising the end product.” - Laurelee Langan