

# Harrison Gerard

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email hello@harrissongerard.com  
portfolio hsgerard.com  
phone 630-881-8509

Portland State University, Class of 2020  
BS in Graphic Design

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## WORK EXP.

- 2023 - 2025 **Ivor Andrew**  
(art director)  
Worked as sole Art Director at the firm, leading a team of junior and senior designers on a number of projects. Storyboarded and directed 6+ videos for multinational clients; designed and concepted digital ad campaigns that led to a 80.95% higher click through rate than industry average; rebranded Ivor Andrew's corporate identity, including logo, website, social media and videography; designed and directed social media event takeovers that lead to a 67% increase in viewer engagement.
- 2022 - 2023 **Skylight Collective**  
(brand designer)  
Worked with a number of brands (The Sims, Riot Games, inXile Entertainment) to create branding and key art for various projects. Worked in a multidisciplinary role including illustration, graphic design, animation, video editing, 3D design and rendering, and overall art direction.
- 2022 - 2023 **Portland State University**  
(adjunct professor)  
Co-taught Design 224, an intro to graphic design course, with Kate Bingamin-Burt, Associate Director of the design program at Portland State. Created new documentation and coursework for the class, working directly with students to develop their abilities, with a focus on typography, design history and design thinking.
- 2022 - 2023 **Fullbright Company**  
(graphic artist & writer)  
As sole graphic artist for the game *Open Roads*, designed the branding and assets for over 170 different fictional companies and products. Worked as UI designer for all in-game systems, including dialog and options menus, along with creating the game's logo and social media images.  
→ Additionally, worked on creating and editing the game's story, crafting story beats as well as writing original dialogue.
- 2021 **Accenture**  
(informal intern)  
Worked for Fortune 500 company as a junior designer and illustrator, providing various assets for their MDmomentum program and One Accenture Park, including stylized family crests for different teams and branding for an in-universe coffee shop.
- 2019 **Bruxton Group**  
(intern)  
Worked with a small studio to assist with client work, which included developing a gin brand, product photography, photo-editing for clients, writing blogs and planning general strategy.

2018 - 2020 **Pathos Literary Magazine**  
(social media manager, creative director)  
Designed a complete brand overhaul and more than fifty unique instagram posts and various assets; then took over as creative director and redesigned the magazine itself.

2016 - 2019 **Studio Art Direct**  
(intern)  
Worked with local Portland corporate art firm over multiple years doing both design and administrative work. Assisted clients and vendors to create installations from design to fabrication.

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#### **FREELANCE**

2021 **Ivy Road**  
(graphic design, branding)  
Created the logo and branding for indie game studio Ivy Road, which was then featured in their game Wanderstop.

2021 **Apollo: A Co-Op Game**  
(art director)  
Worked to create the overall branding and ui/ux design for *Apollo: A Co-Op Game*. Additionally, created matte-painting assets for various game screens.

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#### **VOLUNTEERING**

2019 **Teaching Assistant**  
TA'd for Kate Bingaman-Burt's Narrative and Communication Design class, assisting Sophomore students with their work and Portfolios.

2018 **Friendtorship**  
Mentored at-risk youth through art and design.

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#### **AWARDS**

2020 **Finalist: Best Student Game**  
(with Matts Borges et. al)  
at Games for Change 2020 for *Apollo: A Co-Op Game*.

2020 **Best Use of Multimedia**  
(with Ryan Veeder)  
at the Xyzzy Awards 2020 for *Crocodracula: The Beginning*.

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#### **SKILLS**

Adobe Suite: Illustrator, Photoshop, Indesign, XD, After Effects, Premiere.  
Windows, Mac, and Google Office Suites.  
3D: Blender, Substance Painter.

Copywriting • Ideation • Creative Writing • Narrative & Character Development

References available upon request.