

ADAM GERSH

GRAPHIC DESIGNER / ART DIRECTOR

Las Vegas, NV, USA

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EXPERIENCE

MAY 2023 - Present

**MATRIX METALWORKS LV, LLC.
CAD DRAFTER | GRAPHIC DESIGNER**

- Lead the creative direction for marketing and product development.
- Draft CAD designs for customer approval and build team instructions, ensuring precision and meeting deadlines.
- Program and execute designs on the Biesse Rover CNC Router, consistently achieving high-quality manufacturing output.
- Create and maintain graphic assets, including flyers and sales catalogs, to enhance brand identity.
- Develop and manage social media content, boosting the company's online presence.

2022 - MAY 2023

**ALTERNATIVE LIVING SPACES, LLC.
TINY HOME BUILD TEAM + TINY HOME CAD DRAFTING**

- Physically constructed interiors of container homes, framed custom tiny homes, and completed RV renovations.
- Produced 3D CAD designs of tiny homes for customer approval and build team instructions.

2021 - 2022

**GRAPHIC DESIGN & SOCIAL MEDIA MANAGEMENT
SELF-EMPLOYED**

- Collaborated with various clients to create a variety of graphic content for print and digital advertising, covering sporting apparel jersey designs, sales catalogs, flyers, social media content, brand identity, marketing campaign strategies, packaging, label design, and more.

2019 - 2021

**CLS HOLDINGS USA INC.
Lead Creative Designer**

- Led creative design efforts for CLS Holdings USA Inc.'s Nevada subsidiaries, Oasis Cannabis Dispensary, and City Trees production facility.
- Conceptualized and created print and digital marketing assets, including packaging, advertising, billboards, web and social media assets, apparel, pop-up experiences, and product design.

2015 - 2019

**REUSCH USA SOCCER & SKI / OLYMPUS RUGBY
Graphic Designer, Production Manager, and
Shipping & Receiving Manager**

- Designed and managed production for custom dye-sublimated rugby and soccer apparel.
- Produced digital and print marketing assets and annual catalog design.
- Oversaw production flow for dye-sublimation and custom embroidery departments.
- Managed shipping and receiving, optimizing work flow for customer orders, drop-shipping, and retail distribution.

STATEMENT

With over 10 years of graphic design experience and more than 20 years of overall creative expertise, I bring a wealth of knowledge and proficiency to every project. My skills in art, design, and illustration are complemented by advanced proficiency in software and computer technologies. Dedicated to achieving excellence in my craft and fostering team success, I continuously strive to push creative boundaries. My focus on innovation and collaborative leadership style inspires others to deliver outstanding results.

SKILLS

- CAD Design
- Figma
- Adobe CC Suite
- Social Media Management
- Biesseworks CNC Project Management
- Marketing Strategy
- Production Management
- Shipping & Receiving
- Critical Thinking
- HTML
- WordPress

EDUCATION

**2008 - 2011
BFA PAINTING & ILLUSTRATION
California College of the Arts**

My focus in the Painting & Illustration department was on composition, color theory, and critical theory. I was awarded the Yozo Hamaguchi Scholarship Award in 2009.

**2007 - 2008
BFA PROGRAM (TRANSFER TO CCA)
University of Iowa**

I started my BFA at the University of Iowa before transferring to CCA in 2008.

REFERENCES AVAILABLE UPON REQUEST