

## EXPERIENCE:

**Freelance Designer: Seattle, WA / Richmond, VA**  
February 2010 – Present

**Exclaim LLC: Seattle, WA | Senior Graphic Designer**  
September 2009 – January 2010

Exclaim is an agency whose clients are in the tourism and restaurant industries and has gained recognition for creating the "MetroNatural" campaign for the city of Seattle. While there, I designed identities as well as web sites, and helped create several successful advertising campaigns.

**Entellium NA: Seattle, WA | Senior Graphic Designer**  
February 2008 – October 2008

Entellium is a software company that created and sold Customer Relationship Management software. While I was there, I helped reshape the company through re-branding their identity, developing various marketing and sale tools, produced collateral, packaging, new media, and advertising that supported the re-branding.

**DDB Seattle: Seattle, WA | Graphic Designer**  
July 2006 – January 2008

DDB Seattle is part of the Omnicom Group, and they service several national brands that are established in the North West. While I was there I worked on the Holland America Cruise Lines, Majestic America Lines, McDonald's and Microsoft accounts. I specifically worked on the direct mail portion of these accounts and produced various forms of collateral that included post cards, graphic novels and catalogs.

**Freelance Designer: Seattle, WA**  
March 2003 – July 2006

I worked as a freelance designer for several small agencies such as BBFM, Super Big Creative, and Urban Influence Design where I designed identities, packaging, and interactive multi-media projects. I also worked for Brooks Athletics and Tommy Bahama where I designed and produced look books, marketing collateral, sales tools as well as seasonal catalogs.



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GREG GULICK A.K.A. GOOCH  
**G. O. A. T.**  
GOOCH OF ALL TRADES



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THAN YOU BETTER CALL GOOCH

206.661.3563

## SUMMARY:

My degree in Communication Arts has cultivated my creativity as well as nurtured an understanding of the importance of graphic design as a communication tool. I believe that the key to producing great advertising and design lies in effective communication. With that being said I bring a lot to the table; design skills with a hard working get-the-job-done-no-matter-what attitude. I have a great sense of design, a strong eye for typography, and all of the needed technical skills—but most importantly, I have the ability to listen to others, to keep an open mind, and to work as part of a team. And hey, it doesn't hurt that I have a good sense of humor and am an all around nice guy.

## EDUCATION:

1994, Bachelor of Arts: Communication Arts  
East Carolina University | Greenville, N.C.

## AWARDS:

2000 - Design chosen from International Entries  
Campaign for AIDS awareness "Test Positive Aware"  
T-26 Digital Type Foundry

1998 - PIA Award of Recognition: PBI Matchbook Mailer  
Premier Print Award presented by the Printing Industries  
of America

1996 - 2 Finalist Awards: Emotion Baseball Collection  
(Trading Cards/Packaging) Award presented by  
The New York Festivals

## Vitrorobertson: San Diego, CA | Graphic Designer

May 2002 – March 2003

Vitrorobertson is the largest advertising agency in San Diego, and produces award-winning work for its impressive roster of international clients. While there, I not only designed and produced collateral and packaging for Kyocera Cell Phones, but I also polished up my production skills by getting print ads and other electronic files ready for print.

## Bulldog Drummond: San Diego, CA | Freelance Designer

October 2001 – May 2002

Bulldog Drummond designs brands, products, services and stories by re-thinking problems using a good dose of common sense. While there, I designed collateral for international brands such as: Easton Sports, Kendall Motor Oils, and Union 76 Petroleum.

## Lyon & Associates: Encinitas, CA | Art Director

May 2000 – October 2001

LYON is an award-winning advertising and design shop that works with a variety of companies and nonprofit organizations, including some of the world's biggest and best-known brands. While I was there I developed the look of a partner ad program for 3com. The ads gave its partners the opportunity to choose specific print ads that would fit their needs and allowed them to brand the ads with their brand along side of the 3com brand.

## Freelance Designer: San Diego, CA

October 1999 – May 2000

I worked as a freelance designer for Mires Design & VitroRobertson. Both of these agencies are heavy hitters in the advertising & design world. I participated in the re-branding and crafting of original branding strategies for start-ups and developing companies; produced all manner of brochure layouts, direct mail and packaging.

## The Art Group: Raleigh, NC | Art Director

May 1996 – October 1999

The Art Group provides advertising, graphic design and marketing communication services while focusing primarily on the business-to-business industries. Their clients' list is a who's who of the fire industries. While understanding the clients' needs and learning the specifics of what they do, I was able to create several successful campaigns that stretched from collateral to print advertising.

## RBL&W: Raleigh, NC | Graphic Designer

August 1994 – May 1996

RBL&W is an advertising agency who set up a specific portion of the agency to service Skybox—a trading card manufacturing company that produces trading cards for the National Football League and the National Basketball Association. I was involved in the design and production of the actual trading cards as well as the packaging. I also worked on print ads for the trading cards, regional ads for the Boys & Girls Club, and local issues and advocacies.

## SKILLS:

Art Direction, Electronic Production, File Organization, Graphic Design, Icon Development, Photo Manipulation, Project Management, Off-set Lithography, Silk-screening, Studio Lighting & Photography, Typography, Web Design

## SOFTWARE KNOWLEDGE:

Adobe CS: Acrobat, Dreamweaver, Flash, Illustrator, InDesign, Photoshop; MS Office: Excel, PowerPoint, Word; Quark Xpress

## REFERENCES:

John Vitro | Partner  
Vitrorobertson: 619.234.0408 Ext. 113

Michael Nalley | Creative Director  
DDB Seattle: 206.442.9900

Mark Lyon | Creative Director  
Lyon & Associates Creative Services: 858.350.479

Mike Blevins | Chief Creative Officer  
Blevins Creative Group: 919.217.2820