

Marc Gerin

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PROFILE

Global brand experience, skilled in graphic creation, digital marketing and art/event production. Proven leadership abilities and problem-solving skills. Focusing on visual communication and production aspects. Seeking position to utilize expertise in guiding creative projects and delivering impactful results.

WORK EXPERIENCE

Owner ViZU Publishing

05/2025 - present SAN FRANCISCO, UNITED STATES

- ENVISION is a series of photo books. Each title is a curated collection of eye-catching images, meant to entertain and inspire viewers while showcasing modern image production capabilities and post-production techniques.
- Coloring ViZU is a unique series of coloring books designed for both adults and kids, offering a creative escape through art and beautifully illustrated pages.

Owner / Consultant GCDP - Consulting Design Production

03/2023 - present SAN FRANCISCO, CA, USA

- Analyzed business processes and identified areas for improvement.
- Conducted market analysis to provide clients with actionable insights.
- Developed and implemented effective solutions.
- Crafted compelling promotional marketing materials aligned with objectives, adapting to a wide range of mediums, formats, tools, and outputs.
- Effectively handled production management and reported on progress/milestones.
- Facilitated production processes and training sessions to educate clients' team on best practices, resulting in improved performance.

Consultant / Part-time Art Director role UP Art Studio

12/2016 - 11/2022 HOUSTON, TX, USA

- Proficiency handled all stages of print operations, from design to finished product.
- Implemented strategies to ensure brand consistency across projects.
- Streamlined digital processes to improve organisation and turn around time.
- Participated in collaborative creative ventures with cross-functional teams, overseeing the production of diverse projects, promotional events and deliverables.
- Supervised and supported the efforts of collaborating artists, sponsors and partners.

Photoshop Artist - Composition Hogarth Worldwide

04/2020 - 09/2020 CUPERTINO, UNITED STATES

Photorealistic imagery for MarCom purposes for a well known Californian global brand in the Technology and Software industry.

Consultant Sales Print Services Office Depot

04/2017 - 12/2019 SAN FRANCISCO, UNITED STATES

- Consultant: Face to face customer service, build ongoing customer relationships, become a trusted advisor, meet customer's need, deadline, and satisfaction.
- Digital Print Production on a variety of media.
- Large format ink jet printing, Graphic design, file layouts and setup for production.

**WORK
EXPERIENCE**

**Creative and Production Manager
Term of Art DBA The Arts Fund**

06/2009 - 12/2014 SAN FRANCISCO, CA, USA

- Developed creatives direction and executed all deliverables for multiple projects simultaneously, ensuring; on-time delivery within budget and meeting expectations.
- Managed artists production sessions, and produced follow up related events.
- Participated in trade-shows, Art shows, festivals and Art related public events.
- Global brand experience: Heineken, Red Bull, SF Giants, Tecate, Oakley & more

**Consultant / Graphic Designer
Blue Orange Games**

06/2005 - 05/2006 SAN FRANCISCO, CA, USA

- Conducted meetings with clients to understand their objectives and requirements.
- Crafted marketing materials, logos and packagings that aligned with projects' objectives.

EDUCATION

**Generative AI | Self Study
Stable Diffuson**

01/2024 - present

SDXL, Automatic1111

**VFX, Unreal Engine | Self-study
Gnomon Workshop**

11/2019 - 10/2022 ONLINE, USA

Maya, zBrush, Photogrammetry, Unreal Engine, Archiviz

**3D Modeling | MFA Animation and VFX
Academy of Art University**

01/2006 - 01/2009 SAN FRANCISCO, CA, USA

**Multimedia | BA
Cal State University East-Bay - CSUEB**

01/2001 - 06/2005 HAYWARD, CA, USA

SKILLS

- HARD SKILLS

Graphic Design	3D Modeling/Rendering	Digital Marketing
Image Post Production	Print Production	Art/Event Production

- SOFT SKILLS

Leadership	Problem-solver	Strategy
Visual Communication	Creative Conceptualization	Team Collaboration
Detail-oriented	Integrity	

- LANGUAGES

French Native	English Full	Spanish Elementary
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