

# 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 Diffusion**

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 <b>Native</b>	English <b>Full</b>	Spanish <b>Elementary</b>
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