

GENE
ULLERY-SMITH

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EXPERIENCE INDEPENDENT GRAPHIC DESIGNER (present)

- Developed custom graphic solutions for print, web and signage
- Created original visual identities for organizations and events
- Worked with vendors and managed production

CORBIN DESIGN (2007-2010)

- Analyzed clients' wayfinding needs and made recommendations
- Designed wayfinding systems for various clients including:
 - City of Holland, Michigan
 - City of Kingsport, Tennessee
 - City of Medina, Ohio
 - City of St. Louis, Missouri
 - Crystal Mountain Resort (Thompsonville, Michigan)
 - Forest Park (St. Louis, Missouri)
 - Gundersen Lutheran Medical Center (LaCrosse, Wisconsin)
- Developed design intent drawings
- Programmed locations and messaging
- Developed production artwork
- Worked with fabricators to implement wayfinding programs

DESIGN CRAFTSMEN - GRAPHIC DESIGNER (2002-2007)

- Designed complete graphic programs for many exhibits including:
 - The Punxsutawney Weather Discovery Center (Pennsylvania)
 - The Western Center for Archaeology & Paleontology (Hemet, California)
 - St. Nicholas Center Traveling Exhibit (Holland, Michigan)
 - Marvin Windows & Doors Visitor Center (Warroad, Minnesota)
 - Museum of Transportation (St. Louis, Missouri)
 - Wrigley, Global Innovation Center (Chicago, Illinois)
 - Fort Des Moines Museum & Education Center (Iowa)

DESIGN CRAFTSMEN - GRAPHICS PRODUCTION (2001-2002)

EDUCATION FERRIS STATE UNIVERSITY
COLLEGE OF BUSINESS, VISUAL COMMUNICATIONS (1997-2001)

SAMPLES WWW.ULLERYSMITH.COM

REFERENCES CLINT DOUTHITT JOHN METCALF KRISTEN LENCES
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