



GENE ULLERY-SMITH

CONTACT

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REFERENCES

"Gene juggled design development of several exhibitions simultaneously and was still able to create a unique identity for each gallery while keeping them connected by a common visual thread. Each design choice was purposeful."

Tracy Irwin
Detroit Historical Society
313 833 1405

"I appreciate that Gene is both creative and talented AND can do a project quickly. I've always believed that the best designers were those who could think fast. Gene is further proof of that."

Ruth Steele Walker
Due North Communications
231 233 2113

"We have received lots of positive feed back. I knew you were the right person for the job!"

Bart Heil
City of Midland Parks Director
989 837 6914

PROFILE

Gene has spent his career focused on creating for the built environment; crafting exhibits, signage and communications to improve the experiences people have while moving through the world. As a designer Gene takes pride in his pragmatic and collaborative approach to problem solving. His clients appreciate the solutions he creates as well as the process he directs.

WORK EXPERIENCE

Independent Designer | 2010—Present

- Developed interpretive graphic programs for:

Detroit Historical Museum	Midland Center for the Arts
Grass River Natural Area	Topinabee, Michigan
History Center of Traverse City	U of M, Museum of Natural History

- Developed wayfinding, mapping and sign solutions for:

Applewood Estate, Flint, MI	NYC Human Resources Admin
City of Midland, MI	Paddle Antrim, Water Trail
Croton Filtration Plant, NYC	The Pennsylvanian, Pittsburgh
Dock 72, Brooklyn Navy Yard	TART Trails
LaGuardia Airport, NYC	Traverse City DDA, BRWT
Michigan Trails & Greenways Alliance	205 West 28th Street, NYC

- Created visual identities for professionals, organizations.
- Assisted businesses and organizations with print and digital communications.

Corbin Design, Traverse City | 2007—2010

- Analyzed clients' wayfinding needs and developed recommendations
- Designed wayfinding systems
- Developed design drawings and programming documentation

DesignCraftsmen, Midland, Michigan | 2001—2007

- Designed complete graphic programs for interpretive exhibits

EDUCATION

Ferris State University, College of Business/Kendall College of Art & Design
Bachelor of Science, Visual Communications