



**VCU University Marketing, Richmond, VA — Assistant creative director (Dec. 2019-Present); Senior designer (Dec. 2010-19)**

- Assisted transition of VCU's brand into the *Make It Real* phase, creating a system of consistency and heightened recognition. Built research-driven landing pages and digital media that delivered on annual recruitment KPIs.
- Art directed and designed web sites for VCU Health's annual reports that featured storytelling and a mobile-first approach to statistics.

**Franklin Street Marketing, Richmond, VA (Nov. 2009-July 2010) — Art director, contract**

- Created campaign concepts for healthcare clients such as Martin Memorial Health Systems and Prince William Hospital.

**PSEG, Newark, NJ (Nov. 2008-June 2009) — Design consultant**

- Created identities, display, and advertising material for parent company and utility entities.

**TriMet, Portland, OR (Nov. 2004-June 2008) — Designer**

- Branded *The Next Big Thing Downtown* campaign for the Portland Mall Project that educated riders about construction and new transit lines.
- Redesigned and provided front-end development for *trimet.org* with the use of rider personas and customer feedback.

**Portland Youth Philharmonic, Portland, OR (July 2005-Aug. 2007) — Designer**

- Increased attendance and awareness with branding modifications at the launch of Seasons 83 and 84.
- Reconstructed the PYP web site into a standards-based layout and improved UI to deliver more accessible content.

**The Ad Agency, Washington, DC (Nov. 2001-Aug. 2004) — Designer**

- Developed educational outreach for DC Government's Administrative Services Modernization Program (ASMP) including a web site, posters, postcards, and press kits.

## Community work

**Area 10 Faith Community, Richmond, VA (Fall 2016) — Communications director**

- Led design and rollout effort for *BEYOND*, the capital campaign for Area 10's acquisition of Cary Street property for expanding ministry and outreach. At launch, the church raised an initial amount of \$700,000.

**Richmond Forward, Richmond, VA (Spring 2016) — Designer, digital consultant**

- Established the identity and digital presence for the initiative to revitalize and support Richmond public schools and neighborhoods. *Richmond Forward* acted as an influencer in local education policy reform.

## Freelance

- Spectrum Pediatrics, Alexandria, VA — Established an identity and web presence that helped foster a growing client base and therapy promotion.
- Oregon Children's Theatre, Portland, OR — Designed and managed the OCT web site for multiple seasons; created teacher guides and supplemental classroom materials.

## Case studies

<https://gpv.design>

## Education

'00 BFA in Graphic Design  
James Madison University

Google Project  
Management Certificate,  
Coursera, 2022

The Team W: Certificate  
in User Experience Design

IDEO U: Foundations in  
Creative Leadership

## Tools

Adobe CC, Figma, Miro

## Contact

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