



Geri Irwin Clem

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A forward-thinking and creative graphic design professional

with a demonstrated
track record of
experience in
advertising design,
art direction,
editorial page design,
copy editing,
marketing,
collateral creation,
content management
systems,
logo design,
client presentations,
newspaper and
magazine layouts,
as well as some
experience in web
and social media
management.
Utilizes excellent
communication skills
to collaborate with
copywriters,
photographers,
and editors.
Delivers award-winning
content to meet all
design requirements
and client objectives
while adhering to
tight deadlines.

EXPERIENCE

CREATIVE CIRCLE, FORT LAUDERDALE, FL

» Graphic Designer • Contract, February 2022 - present / Seta Corporation, Boca Raton FL

Create 4-color jewelry catalogs while maintaining brand consistency within each business division. Inspect all incoming photography to ensure they comply to specifications. Perform color-correction, retouching, paths, and manipulation of images for each project using Photoshop. Create digital proofs and work through approval process with stakeholders.

SOUTHERN BOATING MEDIA, POMPANO BEACH, FL

» Graphic Designer, February 2019 - June 2021 / Ongoing Freelance after June 2021 as needed

Design of 4-color, high-end magazine, including planning editorial and ad placement. Create various marketing collateral for print and digital assets while staying within company brand guidelines. Analyze all incoming advertisements to ensure they adhere to specifications. Execute color-correction, retouching, paths, and manipulation of images for each issue using Photoshop. Upload final PDFs to printer website and work with printer to resolve any printing issues. Create online digital issues.

OBSERVER NEWSPAPER, DEERFIELD BEACH, FL

» Graphic Designer, 2017 - 2019

Construct and design weekly local news publication. Collaborate with editor making copy changes and art revisions to ensure clarity and accuracy under tight deadlines. Execute color-correction, retouching, paths, and manipulation of images for each issue using Photoshop. Upload final PDFs to printer website and work with printer to resolve any printing issues.

TRIBUNE PUBLISHING, FORT LAUDERDALE, FL

» Special Sections Designer, Sun Sentinel, 2016 - 2017

Administer design and production of special sections inserted in Sun Sentinel. Conceive and design sales collateral to increase revenue, and maintain advertising website with all updated sales materials.

— Spearhead and design new “Home & Decor” magazine as well as Auto Show, Education, and Health special sections.

— Design weekly Employment editorial page, in addition to generating Auto and Home Improvement advertorials.

» Art Director, South Florida Parenting Magazine, 2006 - 2016

Direct and execute magazine design, plan editorial and ad placement, design promotional ads. Brainstorm cover concepts with creative team. Direct and organize cover photo shoots, and design final covers. Design marketing collateral such as media kits, fliers, logos, and brochures. Post digital issues online, design assets for social media posts, and manage monthly contests/giveaways in print and online. Write parenting blog and manage other bloggers. Create many other weekly, semiannual, and annual publications. Utilized content management system to post online editorial stories, photo galleries, and contests.

— Won numerous Community Papers of Florida (CPF) Awards for South Florida Parenting and other annual publications:

- Best Overall Design and Concept (2015) • Best Gloss Cover (2015 and 2010) • Judge’s Choice/Best of Show (2012)
- Best Overall Issue (2011) • Best Creative Content (2010) • PPA Gold Award: Best Overall Use of Color (2008).

» Marketing Designer, Sun Sentinel, 1999 - 2005

Collaborate on projects within “In-house” advertising agency supporting advertising. Design marketing collateral from concept to completion such as media kits, brochures, fliers, mailers and multi-million dollar advertising campaigns in industries such as Travel, Entertainment, and Fashion. Worked with a creative team of copywriters and marketing strategists to develop presentations to increase in revenue. Upload advertising sales collateral to website. Hired photographers, illustrators, and printers as needed for projects. Won two ADDY Awards for promotional pieces in 2002 and 2003.

EDUCATION

THE ART INSTITUTE OF FORT LAUDERDALE, FORT LAUDERDALE, FL

Degree in Graphic Design

COMPUTER SKILLS

Mac OS; Adobe Creative Suite - InDesign, Photoshop, Illustrator, and Acrobat, QuarkXPress; Microsoft PowerPoint and Word.