



hermicar gaxiola

t | 503. 522. 0962 e | hermicar.gaxiola@hermiola.com

## education |

Bachelor of Science, Advertising  
The Art Institute of Portland Oregon  
December 2007

## projects |

Velocity Inc. | Graphic Designer  
July 2007-December 2007

*Velocity is a start-up athletic shoe company specializing in fore-foot technology.*

Developed company's brand identity. Designed and produced marketing collateral in order to create brand awareness throughout the athletic community.

Brash Creative | Creative Generalist  
May 2007- September 2007

*Brash Creative is an all student creative advertising agency at The Art Institute of Portland.*

Worked with commercial clients in a professional atmosphere. Learned to work in harmony with deadlines and to clearly communicated ideas to both client and team members.

Clients include Portland Artist Network.

## qualifications |

- Knowledge and experience with working in Adobe Creative Suite
- Able to translate and justify ideas to many mediums with clarity
- Adept to working as part of a team as well as individually
- Strong attention to detail and desire to learn and grow
- Exceptional organizational skills

Portland Artist Network | Graphic Designer  
May 2007-June 2007

*Portland Artist Network is a non-profit organization which focuses on bringing together artists of diverse talents in order that they may benefit one another.*

Collaborated in redefining brand identity through team and individual brainstorming sessions. Promoted the ability to clearly communicate and validate concepts according to the brand's needs.

The "Chevy Super Bowl College Ad Challenge" | Creative Generalist, Copy Writer  
October 2006

*A contest sponsored by Chevy to promote their new vehicle line. Open only to full-time students, it required a 30-second television spot submission including storyboard and script. The winning spot would be aired on the Super Bowl.*

Conceptualized different storylines and coordinated and illustrated the storyboard for the final outcome. Co-produced the script for commercial.