

GAVIN WORTH

design.gavinworth.com

1887 Hayes, San Francisco, CA 94117
gavin@gavinworth.com 415.342.3092

EXPERIENCE

Hollywood Fringe Festival, Co-Founder/Art Director

Hollywood, CA - November 2007 - Present

- Designed all visual elements for major emerging arts festival, including brand identity, logo, and website design (www.hollywoodfringe.org).
- Produced brand-consistent original art under aggressive competing deadlines for use in all promotional materials, including business cards, postcards, posters, and the festival guide, from initial concept to print-ready files.
- Created mascots for the festival, the Fringe Freaks, that widely garnered media attention, including a full page photo spread in LA Weekly as well as press in the LA Times, LAist.com, and others.
- Implemented online marketing campaign using stop-motion and hand-drawn animated promotional videos to drive registration for the festival, resulting in over 120 registered artists and 800 performances in the first year.

Freelance Graphic Designer

San Francisco, CA - January 2006 - Present

- Worked on a multitude of print, web, and motion projects for a variety of clients, including Big Voices Audio Books, Boulder Hybrid Conversions, the Little Chihuahua Mexican Restaurant chain, and MFinity Winery.

GCIS, Senior Marketing Coordinator

San Francisco, CA - April 2006 - Present

- Conceived and designed online marketing campaigns, including quarterly email newsletters and flash-based ads in major media websites resulting in 38% increase in new clientele.
- Made custom vector illustrations for newsletters.
- Created print-ready files for all collateral and promotional materials.
- Planned industry outreach and handled public relations to develop and strengthen relationships with real estate companies and professionals.

ACHIEVEMENTS

- Selected as a Finalist for SFWeekly's 2010 Art Masterminds Grant, (Feb 2010)
- Chosen as one of ArtSpan's 30 under 30 artists in San Francisco, (Nov 2008)
- Featured exhibitor for sculpture at the Sausalito Art Festival, (2008-2009)
- Honored by Senator Mark Leno for achievements in the San Francisco Arts community, (March 2010)

PRESS

- Featured artist in NY Times best-seller "Soul Pancake" book by Rainn Wilson
- Artist profile in major weekly newspaper, "Masterminds 2010," SF Weekly, Feb 17, 2010.

EDUCATION

- Bachelor of Arts, Theater, New Mexico State University, 1998 - 2002
Recipient of the Hershel Zohn Outstanding Senior Award

TOOLS

Design

Adobe Creative Suite 5:

Photoshop
Illustrator
InDesign
Flash
Dreamweaver

Media

Editing:

Adobe Premiere
Final Cut Pro

Animation:

Flash
Stop motion
Hand-drawn

Production:

Storyboard development
Shooting
Video logging

Web

HTML
CSS

Skills

Illustration
Typography
Color Theory
Fabrication

Other

Table Saw
Band Saw
Planer/Jointer
Chisel
Pencil

Charcoal
Oils/acrylic
A mean blues guitar
White belt in Kung Fu

Online Portfolio

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