



# GREGORY GOOD

PRODUCEGOOD.COM

## SKILLS **Digital Design | UI/UX** **STRUCTURE**

Synthesize a cohesive brand story through planning, site architecture, and page designs

Prototype user-centric sitemaps and wireframes as a guide to workflow and site architecture

Collaborate among all levels of content generators and developers along the creation process to execute deliverables

Gain client approval and A/B test as necessary

## **Graphic Design** **CREATES**

Generate concepts, type treatments, page layouts, signage, packaging, and environmental graphics with an eye for information organization

Present deliverables to clients along every step of the design process

Produce executable designs in both print and digital mediums

## **Brand Development** **STORIES**

Conceive of and create consistent brand stories across all mediums of market touch

Craft logos and branding guidelines

Develop brand collateral, design marketing materials, generate content, and write copy

## **Project Management** **LET'S TALK**

Effectively communicate amongst team members and with clients to effectively follow timed deliverables through to completion

Ensure the satisfaction of all decision makers

**TECHNOLOGY** Adobe CC  
Photoshop  
Illustrator  
InDesign  
Acrobat  
XD  
HTML/CSS  
Lightroom  
Premiere

**ACTIVITIES** AIGA Minnesota  
BNI  
Photography  
Videography  
Musician  
Songwriter  
Dad

**EDUCATION** **University of Minnesota**  
2000  
B.Sc. Design  
Communication,  
Photography  
Emphasis

**Tulane University**  
2010  
Marketing  
Continuing  
Education

**HONORS** 2nd Place  
**Creative Industries**  
International  
Design  
Competition 2008

**NY Times** highlight  
of *Intarsia* design  
created for Flavor  
Paper's client  
Steuben Gallery, NY

**Outside magazine**  
article for Good  
Bike Co.

**EXPERIENCE** 2004 - present  
**Good Productions** | Independent Designer

2010  
**CPR + Partners** | Contract Senior Designer

2007-2010  
**Tom Varisco Designs** | Graphic Designer

2004-2005  
**Flavor Paper** | Designer/Production Artist