

# GERSON ARIAS

Diplomatic, level-headed creative services manager experienced in developing professional and impactful marketing materials.

Managed graphic design and front-end development teams, while participating in the development of print and web based materials. Proficient with Adobe Creative Suite for the creation of print, web (web sites, HTML emails, etc.), and video editing materials.

## EMPLOYMENT HISTORY

### CREATIVE SERVICES MANAGER, UNICOM GOV (FORMERLY GTSI CORP.)

#### April 2005 - Present

Managed a staff of six designers and front-end web developers. Work closely with the COO, Sales Managers, and the proposal department to develop creative assets for a variety of projects (online and print). Develop marketing calendars/timelines, cost estimates, creative concepts, and creative assets for projects.

#### ACCOMPLISHMENTS

- Managed logistics and design of tradeshow properties for public and internal events.
- Develop collateral and press releases to highlight projects and company accomplishments.
- In-house team rebranded GTSI and UNICOM Government to modernize the appearance of the company. Created logos and all the supporting materials, from building signs to business cards.
- Redesigned the public web site. Worked directly with COO to gather requirements and expectations. Created wireframes, designed the interface, and created site using HTML, CSS, ASP, and Javascripts. Used Bootstrap for rapid site prototype development.
- Directly supported the sales team by creating custom tools such as the Virtualization Calculator using Javascript, HTML, and CSS to show energy and hardware savings based on different scenarios, as well as a 3-D model of the distribution center building that allowed customers to navigate through the different areas of the facility.
- Worked with the CTO to establish a blog for GTSI. Responsible for selecting a product, securing a hosting environment, and rebranding the tool to match the look of the existing corporate web site, and managing updates.
- Established corporate branding guideline documentation.

### WEB DEVELOPMENT MANAGER, CSC (DYNCORP)

#### November 2002 – April 2005

Managed a team of six graphic design and web developers within the National Security Programs Office. Reported to the Business Operations Director. Responsible for hiring staff, performance reviews, distributing tasks, and assisting other managers in planning and estimating projects.

Part of the proposal team that won the redesign of the Defense Threat Reduction Agency (DTRA) public site. Worked directly with the Director of Public Affairs to gather requirements for the public web site, [www.DTRA.mil](http://www.DTRA.mil). Grew the task order to include the intranet, secret web sites, and top secret web sites. Tasks included technical and functional audits of the web sites, interface design creation, web site development, and a web site style guide for the agency.

#### ARIAS INTERACTIVE July 2001 – November 2002

#### IDEA INTEGRATION, Senior Consultant January 2001 – July 2001

#### COMMERCE ONE, Interface Engineer Manager May 1997 – December 2000

Enjoy bringing together teams of diverse talents that deliver top-notch work in print and web platforms. Believe that an open, honest, empowering work environment will build relationships that last and produce work that is memorable.

#### SKILLS AND EXPERTISE

- Project management
- Graphic and interface design
- Front-end web development (HTML, CSS, Javascript)
- Wireframes & architecture
- Logo/identity design
- Environmental graphics (trade shows and outdoor events)
- Content management systems
- T-shirt design and printing

#### COMPETENCIES

- Video editing
- Photography
- Bootstrap

#### KNOWLEDGEABLE

- Programming (ASP, PHP, SQL)
- 3-D environments (sketch-up)

#### PROGRAMS

Adobe Master Creative Suite, Espresso, Vertical Response, SketchUp, Microsoft Office, Final Cut Pro, RiseVision, Sharepoint, Visual Studio.

#### EDUCATION

James Madison University  
1996, Bachelor of Fine Arts

#### CONTACT

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