Gerren Rabideau

SENIOR DIGITAL DESIGNER

📞 | +1.774.526.5344

✉ | grabideau@gmail.com

✹ | www.gerren.com

🏠 | 707 E 130th St. S
Jenks, OK 74037

PROFILE

I'm a highly self-motivated and results-driven designer, with a developer skill set that that allows me to solve creative problems in ways most other designers can't. I understand code, and advertising. For the last 18 years I've been making interactive designs and helping them come to life for well-known brands by working hard, designing smart, and being a creative thinker.

EDUCATION

2000 - 2004
BFA - Visual Design
University of Massachusetts, Dartmouth

AWARDS

2020
Marketing Award
Echo Global Logistics

2015
Hatch Award
The Ad Club

2013
Marketing Innovation Award
LogMeIn

SKILLS

- Visual Design / Branding ■ ■ ■ ■
- Adobe Creative Suite ■ ■ ■ ■
- HTML/CSS/JS/SCSS ■ ■ ■ ☐
- Illustration / Animation ■ ■ ■ ☐
- Various Marketing Tools ■ ■ ☐ ☐
- Composer/Drush/PHP ■ ☐ ☐ ☐

WORK EXPERIENCE

2014 - Present

Senior Digital Designer
Echo Global Logistics | Chicago, Illinois, United States

As Senior Digital Designer at Echo Global Logistics I am responsible for overseeing or designing all externally facing media. My projects range from designing and coding the marketing website, landing pages, emails, proof of concept pieces, SVG animations, augmented reality pieces, and SCSS for our pattern library. In addition I am also the lead designer for marketing campaigns that require physical assets like trade show booths, case studies, tee shirts, other swag, and of course promotional bobbleheads.

My responsibilities also include managing, educating, and directing a small team of junior designers, keeping up with industry trends and new technologies, and being an advocate for always pushing for design excellence while maintaining brand consistency.

2008 - 2014

Senior Web Designer
LogMeIn | Boston, Massachusetts, United States

Responsible primarily for designing and developing landing pages for A/B testing, product launches and marketing campaigns. Designed and built HTML emails, Flash banners for vendor websites. Managed daily marketing design, including supervising three freelancers. Handled logo design, coordinating with European product design team.
Designed LogMeIn.com site. Performed site and banner localization, creating landing pages for Exact Target and SilverPop, banners, videos, eComm flows, HTML emails, more marketing campaigns, and illustrations.

Designed the interface for join.me (the fastest growing online meeting tool in the US). Developed branding for Cosm.com and other LogMeIn products. Created interactive HTML 5 projects, Facebook apps, and acted as technical admin to all social media pages. Branded, designed and built interactive pages for join.me, Cubby.com, AppGuru.com, blog.logmein.com, and boldchat.com/mobile.

Managed social media apps, designed and coded for Optimizely. Provided technical administration for all company blogs. Developed interactive HTML templates, landing pages and advertising for national campaigns.

2006 - 2007

Production Designer
Monster | Weston, Massachusetts, United States

Served as junior-level designer, primarily building and implementing designs by senior designers. Created Flash banners, landing pages, and HTML emails.