

# korybo

## Kory Bo Gabriel

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korybo.com

Berkeley • SFO • ATL

## EXPERIENCE

2015-

### CREDO Mobile | San Francisco, CA | Designer

- In-house responsibilities such as maintaining and developing the CREDO visual identity, internal print and web materials
- A/B tests and design of email newsletters, retargeting ads, social media posts, segmenting our efforts into acquisition, retention, customer communication

2007-

### Freelance | Atlanta, GA | Graphic Designer

- Forming and maintaining relationships with clients
- Writing contracts and agreements over viewing payment and timelines
- Meeting, presenting, and discussing creative direction, artistic style, goals and deliverables with clients in-person and via email
- Coordinating production with vendors to stay on budget and time
- Collaborating closely with WonderRoot LFS producers to create look and feel for quarterly film series that reflects the program's content and mission to foster a thriving community of artists and filmmakers
- Expanding look into various media including event poster, promotional flyers, social media, motion graphics, printed program, on screen visuals, and certificate awards
- **CLIENTS:** WonderRoot, AMA Atlanta, Sikes & Davis Interiors, Color the World Bright™

2013-15

### Phase3 Marketing & Communications | Atlanta, GA | Graphic Designer

- Working closely with marketing team to meet and exceed client's expectations for visual communications and business objectives utilizing creative briefs
- Concepting, developing, and executing creative assets for print production, web coding, and advertising campaigns for in-house, B2B, and B2C markets
- Designing marketing, advertising and corporate communication materials for various brands including identity guidelines, brochures, direct mailers, magazine ads, web banners, eblasts,
- Creating in-house collateral and visual elements for internal and external audiences including social media posts, motion graphics, and printed pieces to maintain coherent brand voice
- Presenting strategic and visual concepts to clients
- Working at a fast pace to manage multiple projects including on-demand printing, preflight and production file set up, and wide scope creative concepting and execution with high attention to detail
- Photographing and art directing shoots for inclusion in layouts
- Copywriting for headlines, taglines, ad campaign direction so that art and copy work together in a seamless and compelling manner
- **CLIENTS:** City of Dunwoody, Edward Andrews Homes, Coca-Cola, Coca-Cola Bottling, Kroger, Gables Residential, Southwire, Deutz, LexisNexis, First Data

2013

### Smokey Road Press | Athens, GA | Letterpress Intern

- Learning history and contemporary world of letterpress, practicing independent design projects in the tradition of greeting cards, stationery and broadsides
- Operating and maintaining condition of presses and equipment
- Practicing sustainable and profitable business and studio procedures

## SKILLS

Adobe Creative Cloud  
Apple iLife + iWork  
Microsoft Office  
Print + Digital  
Branding + Identity  
Advertising  
Typography + Layout  
Drawing + Painting  
UI/UX Design

Illustration  
Letterpress  
Packaging  
Book Binding + Design  
Written + Verbal  
Motion Graphics  
Video Editing  
Digital Photography  
Invision App

## RECOGNITION

- 2014 Graphic Design Alumni Show | Lamar Dodd School of Art Galleries
- 2013 No Small Measure | University of North Georgia Art Galleries
- 2013 *Communication Arts* | "Typography Annual 3"
- 2012 *plain china* National Anthology | Issue 1 | Bennington College
- 2012 Third Annual Juried Student Show | Lamar Dodd School of Art Galleries
- 2011 *Aggregate* | Blue Tin Studio
- 2010 *Stillpoint* Literary Magazine | University of Georgia Student Publication
- 2010 "Best of CURO" | UGA Journal of Undergraduate Research Opportunities
- 2009 Faculty Choice Foundation Show | Lamar Dodd School of Art Galleries

## INTERESTS

- 2012 TypeCon Identity Design Team
- 2012-13 UGA Swim Club Historian, Dryland + Swim Coach
- 2012 UGA Graphic Design Club Communications Chair + Historian
- 2012 AIGA-Atlanta Student Board Communications Chair
- 2010- AIGA Member

## EDUCATION

- 2009-13 **Lamar Dodd School of Art | University of Georgia | Athens, GA**  
Bachelor of Fine Arts, Graphic Design

Thanks for taking a look!  
I'd love to get to know you.