

Talia Gerber

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EDUCATION

Woodbury University

Bachelor of Fine Arts, Graphic Design

Cumulative GPA: 3.8/4.0

Burbank, CA

Expected Graduation: May 2026

Relevant Courses: Packaging Design, Information Design, Interaction Design I, II & III, Graphic Design I, II & III, Logo and Identity Design, Typography I, II & III

WORK EXPERIENCE

Upper Crust Food Service

Columbia, Missouri

Graphic Designer

June 2025 - December 2025

- Designed digital and print marketing materials that strengthened brand visibility and supported company-wide campaigns.
- Assisted with social media management, including content creation, post scheduling, and community engagement to maintain a cohesive brand voice.
- Collaborated with the marketing team to ensure all creative assets aligned with brand guidelines and campaign goals.

Sia Creatives

Los Angeles, CA

Graphic Designer

June 2025 - August 2025

- Contributed to brand identity development through logo design, typography systems, and mood boards.
- Designed assets for social media and marketing campaigns while maintaining visual consistency across platforms.
- Supported creative strategy by researching design trends, collaborating in brainstorm sessions, and assisting with photo/video production.

Wuggle

Los Angeles, CA

Product Designer / Graphic Designer

August 2023 - Present

- Designed and produced over 30 graphics for marketing campaigns and promotional events, strengthening brand visibility and audience engagement.
- Collaborated with company founders to conceptualize a new sleep aid product, developing its logo and brand identity to establish a cohesive and impactful market presence.

Big Nerds (Protein Powder Manufacturer)

Los Angeles, CA

Freelance / Contract Packaging Designer

March 2024

- Finalized the national packaging design for a new protein powder brand, ensuring a visually compelling and cohesive design that upheld the brand's identity while effectively incorporating all mandatory content
- Refined packaging design by improving spacing and typography to enhance legibility and customer experience

Parker-Anderson Enrichment, Inc.

Los Angeles, CA

Art Teacher

November 2022 - July 2023

- Developed various lesson plans using organizational skills and methodology to acquire new artistic skills effectively
- Taught 20 young art students, imparting previous instructors' teachings across various art forms in an engaging and educational environment

BuyXR

Los Angeles, CA

Graphic Designer

December 2022 - June 2023

- Recruited by a venture-funded virtual reality startup to consult on ongoing product design workstreams, ultimately retained for six key product design projects by delivering innovative design solutions within a condensed timeline
- Designed merchandise and developed innovative virtual reality shopping room concepts for partnership meetings with companies including Ralph Lauren, Valentino, Under Armor, Nisolo, Oakley, and Palm Angels

ADDITIONAL INFORMATION

Skills: Figma, Adobe Suite [Illustrator, Photoshop, InDesign, After Effects], Procreate, Canva, WebFlow, AI Tools, Fine Arts

Interests: Art, Kickboxing, Rock Climbing, Singing