

Talia Gerber

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EDUCATION

Woodbury University

Bachelor of Fine Arts, Graphic Design

Burbank, CA

Magna Cum Laude

WORK EXPERIENCE

JOGS

Los Angeles, CA

Creative Branding Manager

July 2026 - Present

- Develop and execute integrated marketing campaigns across print, digital, email, web, and social media to promote international trade shows, exhibitors, and industry events.
- Create print materials, including packaging, advertisements, billboards, show guides, and other marketing collateral.
- Design graphics for social media, email campaigns, websites, and exhibitor promotions.
- Shape the company's visual identity by updating brand guidelines and the brand book to keep designs consistent across channels.

Sia Creatives

Los Angeles, CA

Contract Graphic Designer & Photographer

August 2025 - Present

- Assisted with social media branding by creating content tailored for Instagram, TikTok, and digital platforms.
- Captured professional photography and video content on-site for a variety of brands and businesses.
- Worked directly with clients in person to plan shoots, capture content, and bring brand ideas to life.

Graphic Design Intern

June 2025 - August 2025

- Contributed to brand identity systems, including logo design, typography, and mood boards for lifestyle brands.
- Designed digital assets for social media and marketing campaigns while ensuring consistency across channels.
- Supported creative strategy through trend research, cultural insights, and collaboration during brainstorm sessions.

Upper Crust Food Service

Columbia, Missouri

Marketing / Graphic Designer

August 2025 - December 2025

- Designed digital and print marketing assets across campaigns, ensuring visual consistency, usability, and attention to detail.
- Supported social media content creation, scheduling, and community engagement while maintaining a cohesive brand voice.

Marketing Intern / Design Intern

June 2025 - August 2025

- Collaborated cross-functionally with marketing and internal teams to ensure creative alignment with business goals.
- Adapted quickly in a fast-paced environment while managing multiple projects and deadlines.
- Developed 15+ poster designs displayed in K-12 schools, engaging visuals tailored to student audiences.

Wuggle

Los Angeles, CA

Product Designer / Graphic Designer

August 2023 - Present

- Designed and produced 30+ digital and print assets for marketing campaigns and promotional events, increasing brand visibility and audience engagement.
- Partnered closely with founders to conceptualize and design a new sleep-aid product, developing its logo and brand identity.
- Balanced creativity with functionality while adapting designs based on feedback and evolving project needs.

Big Nerds (Protein Powder Manufacturer)

Los Angeles, CA

Freelance / Contract Packaging Designer

March 2024

- Finalized national packaging design for a consumer product launch, ensuring brand consistency and regulatory accuracy.
- Refined typography, spacing, and layout to improve legibility, usability, and attention to detail for retail environments.

ADDITIONAL INFORMATION

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

Interests: Painting, Kickboxing, Rock Climbing, Singing