

## Gina Gerken

DIRECTOR OF BRAND

Instinctive creativity. Builder of lasting relationships. Progressive. That is Gina.

In college, Gina first sought a degree in engineering. She quickly discovered she liked design much better than calculus. A brand guru and fanatic, she provides an experienced but original perspective to virtually every studio project related to graphic design. Leading or supporting the team, she applies her expertise to conceptual design, design development, artwork production, printed marketing collateral, packaging and website design. Gina is a skilled project manager, balancing team development goals with exceeding the needs of her clients.

Most drawn to two core values at Studio Graphique, *sustainability* and *integrity*, Gina is co-founder of the firm's Green Team and always wants to keep her clients on the path to success. She wants to see our world and her community move in the right direction.

“Bringing concepts to life and then seeing true excitement on our clients faces’ makes me happiest. I really believe that our team creates authentic brands.”

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### THINGS YOU MUST KNOW ABOUT GINA

The office vegetable gardener  
 Mid-century modern design fanatic  
 Enjoys “jogging” (with a silent j)

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### EXTRACURRICULAR

Larchmere PorchFest Committee Member and Designer, 2009  
 E4S (Entrepreneurs for Sustainability) Member  
 Komen Race for the Cure (annual participant)  
 Race for the Place (to benefit The Gathering Place), Beachwood, OH  
 Cleveland Marathon & 10K (annual participant)  
 Towpath Marathon & 10K  
 Film Buff (annually attends the Cleveland Film Festival)