

# Gregory Taxerman

Portfolio: <https://gtx.design>

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## EXPERIENCE

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### Senior Brand Designer

Mode Analytics

September 2022 – September 2023 | San Francisco, CA

Led design across all marketing, web, and brand initiatives while establishing team processes as the first in-house design hire following a holistic company rebrand.

### Senior Brand Designer

Intercom

December 2021 – September 2022 | San Francisco, CA

Led art direction and design for Intercom's marketing site, digital campaigns, blog, events, product animations, internal initiatives, and more.

### Brand Designer & Art Director

Rippling

January 2021 – December 2021 | San Francisco, CA

Worked as a generalist designer to create illustrations, iconography, product web pages, and other go-to-market assets while overseeing a team of freelance animators and illustrators.

### Senior Visual Designer

MongoDB

April 2019 – January 2021 | San Francisco, CA

Led initiatives such as evolving the brand illustration style, environmental design for large-scale events, implementing new methods to facilitate design critique, and mentoring junior designers.

### Visual Designer

Atlassian

July 2018 – April 2019 | San Francisco, CA

Honed design skills focusing on digital illustration, demand-gen assets, web pages, and print collateral.

## SKILLS

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### Tools

Illustrator

Figma

Photoshop

Webflow

InDesign

Framer

AfterEffects

HTML/CSS

Adobe XD

Sketch

Procreate

Asana

Keynote

Jira

### Knowledge

Page Layout

Design Systems

Composition

Web Design

Typography

Prototyping

Color Theory

UX/Accessibility

Illustration

Photography

Branding

Print Production

## EDUCATION

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### California Polytechnic State University

2013 – 2018 | San Luis Obispo, CA

B.S. Graphic Communication  
Cum Laude

