

I like to think of myself as a design generalist.

There is no media type I haven't had some experience in. To me, the best challenge is to take your knowledge and apply it to a different context. I think I love the tools as much as the craft. In retrospect, I've always had one foot in the world of technology and the other in design. To me, the two are harmonious. My goal has always been to bring a high level of design and technical acumen to *all* project work—print, motion or digital.

Throughout my time as a designer, I've been lucky enough to work with and learn from some of the most talented creative professionals in the region. The desire to surround myself with the best people in our field encouraged me to join RBMM, one of the most distinguished design agencies in the nation, with a storied legacy of amazing creative and a client roster filled with notable national and regional brands. Working at RBMM has also given me the opportunity to work on a wide array of projects: identities, collateral, packaging, motion graphic, video editing, social, digital, UI and app design.

In my career, I have created dynamic online experiences for companies like Domtar, Mary Kay, Marriott and Scottish Rite for Children. Notable print work includes designing award-winning annual reports for notable companies like Concho Resources, along with an entire packaging campaign for Shiner Bock beer in 2002. In 2004, I art-directed a team of animators, producers, writers and artists in creating the Telly award-winning Trivial Pursuit Star Wars Saga Edition DVD board game, which included two content-rich interactive DVDs with over 700 Star Wars themed questions for Hasbro Games and Lucas Licensing. In 2018, I created a new visual identity for Sub-Zero, Wolf & Cove, one of the most revered kitchen brands in the world. Recently, I led a team of creatives in a complete redesign of one of the most popular mobile ordering apps, the Chick-fil-A app. My work in all disciplines has been featured in prestigious industry publications like Print Magazine, Graphic Design USA, LogoLounge, Under Consideration and Graphis and has received recognition on a regional and national level.

While I've spent my career in the workplace, I've often taken time to pass along my knowledge and help aspiring designers. I've had the distinct pleasure to speak before the American Institute of Graphic Arts (AIGA) and the Dallas Society of Visual Communications (DSVC). In 2013, I was honored to judge the 9th Annual National Student Show and select some of the best student work in the country. At RBMM, I lead our intern program and I'm in charge of interviewing and hiring the best and brightest minds and also serving a mentor role for the interns during their time at the studio. Over the years, I've taken part in numerous portfolio reviews, been a guest at student project critiques, and helped guide students through their senior portfolio projects. I genuinely love to see people succeed.

Anyway, my hope is that you can see my passion for the craft and my desire to share my knowledge with others. Thank you for your time and consideration.

geoff german

Brand Experience

AT&T
Central Market
Chick-fil-A
Dallas Stars
Domtar Paper
Hasbro Games
Hilton
Hyatt Residential Group
Lucas Licensing/Lucasfilm
Mary Kay
Mohawk Flooring
Nokia
Omni Hotels & Resorts
Scottish Rite for Children
Shiner Beers
Sub-Zero, Wolf & Cove
Wyndham Hotels & Resorts

info

Education

Texas Tech University
BFA, Design Communication, 1997

Experience

RBMM

Design Director, 2016-Present

Squires & Company

Creative Director, 2011-2016

Interactive Creative Director, 2007-2011

Sibley Peteet Design

Director of New Media, 2001-2007

Senior Designer, 2000-2001

2C Design Studio

Senior Designer, 1998-2000

Recognition

Art Directors Club of Houston Show - 2000, 2001, 2002

Art Directors Club of Houston Show Silver Medal - 2000

Art Directors Club of Houston Show Bronze Medal - 2002 (x 2)

DSVC Dallas Show (Accepted Entries) - 2000-2007, 2011-2015, 2016, 2017, 2019

DSVC Dallas Show Medals:

Judge's Gold 2001

Gold 2001, 2015

Silver 2005, 2007, 2012, 2014

Bronze 2001, 2006

Golden Trashcan 2011

Dallas Addy Awards 2019 - Silver Award

FPO/underconsideration.com - 2 projects featured on FPO

Graphic Design USA - 2001

Graphis Interactive Design - 2 & 3

Graphis Design Annual - 2004, 2008, 2014, 2017

IABC Dallas Quill Awards Award of Excellence - 2013 (x 2)

Print Regional Design Annual - 2000, 2006, 2012, 2014, 2015

Telly Awards Two Silver & Four Bronze Medals - 2005

Proficiency

Photoshop	*****	Illustrator	*****
InDesign	*****	After Effects	*****
Premiere	****	Lightroom	*****
Sketch/Invision	*****	Digital Photography	*****