



CONTACT INFO



ADDRESS

3131 Grandiflora Drive
Lake Worth, Florida 33467



CELL PHONE

714 475 9152



EMAIL

jon@jonathanberg.com



PORTFOLIO

jonathanberg.com
pw: welcome

Ladies and Gentlemen,

I have spent my career in the design & advertising industry, serving as creative/ art director and designer/copywriter for ad agencies and boutique design firms in Western New York and South Florida. During that time, I have developed identity systems, advertising collateral, brand strategies and campaign components for respected corporations including The Hyatt Vacation Club, Crocs, Nortel Networks and Seabourn Cruise Lines, garnering over 65 awards for branding, design and copywriting in the process.

My baseline style is clean with a rather corporate slant, and I conceptualize, design and coordinate projects while maintaining cohesive branding and messaging through final production.

For samples of my work, please visit my portfolio at jonathanberg.com (password "welcome").

Sincerely,

Jon Berg



JON BERG

GRAPHIC DESIGN | BRAND IDENTITY | COPYWRITING

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EDUCATION



State University of New York College at Buffalo

BS with Cum Laude honors.
Earl Wolfgrüber graphic design
scholarship award. Two-time
recipient of Grand Masonic Lodge
of New York State scholarship



American Flyers Flight Training Academy

Commercial Pilot license,
instrument rated; Certified Flight
Instructor/instrument license;
Small Unmanned Aircraft Systems
(drone) license

2013-PRESENT

WOO CREATIVE | Delray Beach, FL | Art Director

Report directly to President & work with VP to identify client needs & implement effective marketing strategies. Meet with clients, consultants and internal creatives on a regular basis in pursuit of company and client goals. Responsible for creative copywriting & development of logos, brand components, campaigns, style guides and design assets for the agency and retained clients. Meet with internal departments to ensure the uniform application of brand components across print, web & digital media. Work with vendors and clients to price & quote print jobs, provide ongoing file prep and track jobs through delivery.

2013

OFFICE DEPOT | Boca Raton, FL | Sr Designer

6-month contract position: worked with creative director, art director & copywriting team to brand, develop & deploy the corporation's managed print service division for business clients. Contributions included logo design support, trade dress conception, branding, strategy meetings, style guide development/maintenance, infographics & assets for digital implementation.

2010-2012

PALLADIAN | West Seneca, NY | Creative Director

Reported to senior executives and met with department heads to guide brand strategy and ensure compliance with federal guidelines. Developed & managed corporate brand & strategies relating to marketing including web, print & mobile application implementation. Generated brand standards/style guides & worked with legal counsel to submit and monitor intellectual property filings with the U.S.P.T.O. Created and policed corporate logos and trade dress. Engaged in copywriting to support branding initiatives and worked with vendors to produce & implement various branding initiatives.

2012

STATE UNIVERSITY OF NEW YORK COLLEGE AT BUFFALO | Buffalo, NY | Adjunct Design Instructor

Guided the development of senior level communication design students in an intimate Macintosh computer lab/studio setting during the spring 2012 semester. Offered experience-based lectures pertaining to design & branding.

2010

RYAN WILLIAM'S AGENCY | West Palm Beach, FL Associate Creative Director

Collaborated with owner, designers & account executives to generate targeted collateral & branding for clients. Met with clients to pitch concepts & discuss effectiveness of strategies. Responsible for copywriting, layout & design of print materials. Worked with vendors & clients to gather quotes & manage completion timelines. Met internally to brainstorm & streamline workflow.

2007-2009

PUMPKINFISH | Ft Lauderdale, FL Creative Director & Agency Cofounder

Worked with business partners to secure & develop design & programming projects for clientele. Developed corporate brand & design standards for agency clients. Produced RFPs, client proposals & contracts and maintained relationships with vendor network. Engaged in all aspects of running the agency including creative problem solving, funding, legal matters, contract negotiations, employee relations, time/schedule management, customer service & quality control.



PUBLISHED WORK

Letterhead & Logo Design 11

Logo Design | Pumpkinfish | *Design Army*

The New Big Book Of Layouts

Brochure Design | P&H Interiors | *Rockport Publishers*

The Best Of Logolounge, Volume V

Logo Design | Vamoose | *Rockport Publishers*

The Best Of Logolounge, Volume IV

Logo Design | Stern Language | *Rockport Publishers*

The Best Of Logolounge, Volume III

Logo Design | Waterside Logo | *Rockport Publishers*

Wolda 2008 (World Logo Design Annual)

Logo Design | Pumpkinfish | *Fontgrafica*

Complete list of awards available upon request