



JON BERG

CONTACT INFO



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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, including a two year run as co-owner of a small boutique design studio in Ft Lauderdale. During that time, I have developed identity systems, advertising collateral, brand strategies and campaign components for respected corporations including Nortel Networks, The Hyatt Vacation Club, Crocs, Seabourn Cruise Lines, Zimmer Biomet and Lupin Pharmaceuticals, 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



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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

2019–PRESENT

BFW ADVERTISING | Boca Raton, FL | Sr Art Director

Work in unison with account executives, copywriters, traffic department and senior creatives to craft and implement brand and advertising solutions for pharmaceutical, healthcare and aviation/tech-based companies. Work with account executives and copywriters to submit design and advertising proposals and related changes to client-side portals for legal review and assessment. Meet regularly with partners and senior AEs/creative staff for creative reviews and brand alignment.

2014–2019

2TON (formerly Woo Creative) | Delray Beach, FL | Art Director

Reported directly to president & worked with VP to identify client needs & implement effective marketing strategies. Met 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. Met with internal departments to ensure the uniform application of brand components across print, web & digital media. Worked with vendors and clients to price, quote and deliver print jobs.

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

2010–2012

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.



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 | *Fontefratica*

Complete list available upon request