



Objective

To sustain energy and passion within a web design team as an Art Director and Designer, bringing proven methods of usability, creativity and teamwork together, resulting in compelling brand evolution within the confines of an established brand identity system.

Summation

I am a creative professional that understands the business side of design, connecting with the consumer in a design-driven culture. Effectively developing brand evolution with print and web design and the creative talent to execute high-impact design solutions for a new generation of consumers.

Skills

Focusing on brand design, visual design, web design and video editing, by using strategic and critical thinking throughout concept design and discovery phases. As a web designer my process consists of a standard compliant workflow with usability testing through gaining feedback to ensure best practices for user interface design and methodology. I have gained a strong understanding of fundamental HTML and CSS with a basic knowledge for implementing scripts (JavaScript, PHP, CGI-PERL), search engine optimization (SEO). Other additional skills include product design, packaging design, illustration, animation and digital art, apparel graphics and development. Plus, a strong verbal, written and visual communication skills for presenting designs and creative ideas to stakeholders, trend research, color-story exploration, storyboard concepts, team leadership and mentoring junior designers. Design Software: Adobe Creative Suites (CS5): Illustrator (*Advanced*); Photoshop (*Advanced*); InDesign (*Advanced*); Final Cut Pro 7 (*Intermediate*); Motion (*Beginner*)

Professional Experience

Bertoni Design | *Independent Creative Professional* { **Art Director, Designer** } **2009 to Present**

Art Director and Web Designer consulting with a variety of small businesses, interactive agencies and corporate web teams, I have a proven ability to provide visual design, video editing and brand evolution.

- I am one that can set aside their motives for the good of the client to deliver superior creative, aligned with the clients' strategies
- Ability to conceptualize as well as execute creative ideas and to design within the confines of the client's Brand Identity system
- A proven ability to quickly produce multiple ideas to meet client requests with exceptional teamwork and customer service skills
- My clients range from local start-up businesses to corporations: Plantronics Inc., Wildfire Interactive, FastPencil.com, Modern Times Film Co., The Impact Media Group, Blue Moto Co.
- Recent experience of working in-house at Plantronics for their 2011 Corporate Website Launch and supporting the team with visual design solutions, content integration, HTML and CSS styling.

Plantronics Inc. | *Telecommunications Headset Manufacturer* { **Design Manager, Designer** } **2006 to 2009**

Design Manager for the in-house brand design team, I lead a team of designers to initiate brand design and packaging design solutions for the consumer Bluetooth® and Gaming products. To expand brand awareness into new markets with compelling designs aimed at mobile professionals and the video gaming industry.

- Created a design language in tandem with innovative product design to a new generation of mobile consumers in the Discovery and Voyager Bluetooth® Headset retail and channel markets
- Partnered with the GameCom® product-marketing group by translating business objectives into design solutions, giving rise to consumer awareness throughout new markets within the gaming industry
- Advocated brand design evolution by articulating concept logic and design language to stakeholders with new creative ways of brand story telling with product packaging and marketing collateral
- Directed a design team in Mexico with modern technology to establish a virtual design team with diverse cultural influences
- Facilitated teamwork within a multi-disciplined creative group, by promoting growth with new technology and critical thinking for future marketing initiatives
- Collaborated with the e-Business team to evangelize the brand through online marketing, resulting in a wider audience of consumers that were reached globally within the telecommunications market

Fox Racing | *Action Sports Apparel Design and Development* { **Senior Graphic Designer** } **2003 to 2006**

Lead graphic designer for the men's casual wear design team, supported the growth of the brand in new markets. As a key player towards its success, I worked closely with apparel designers and developers. This resulted in cutting edge design solutions with innovative printing and appliqué manufacturing techniques.

- Conceptualized and executed fresh brand design solutions for the Fox Deluxe product line, opening the door for a packaging and trims design language to speak to a higher price point consumer
- Created apparel graphics/illustration for printables and cut-n-sew products, contributing to the expansion of market share in action sports retailers: PacSun, Zumiez, Tilly's and Macy's
- International and national research trips for materials, printing techniques and youth culture design trends relating to key markets and provided proof of concept presentations to stakeholders
- Collaborated with Fox Bike, Fox Moto and Fox Girls creative teams to advocate brand consistency throughout print, web and product design initiatives, creating a cohesive work flow for design assets

Envision Media | *Web Design Agency* { **Web & Print Designer** } **1998 to 2003**

Bertoni Design & Illustration | *Independent Contractor* { **Art Director, Designer** } **1996 to 1998**

O'Neill Wetsuits | *Water Sports Accessories Design and Development* { **Graphic Designer** } **1993 to 1996**

Printz Electronic Design | *Interactive Design Agency* { **Multimedia & Print Designer** } **1992 to 1993**

Education

School of Art & Design, San Jose State University

Bachelors of Science, Graphic Design

Cabrillo College

Studying Web Design and Development (Certificate of Achievement)

Awards

2011 Santa Cruz Film Festival Finalist

2010 Talenthouse.com, Creative Collaboration Contest Finalist

2007 Plantronics Spot Award, Strategic Marketing & Design

1998 CSU Summer Arts Program, Scholarship

1995 Brand Identity Association, Award of Excellence

1993 Cable Television Public Affairs Assoc., Beacon Award

Links

Portfolio

<http://www.michaelbertoni.com>

Recent Work

http://www.flickr.com/photos/bertoni_design/sets/

LinkedIn

<http://www.linkedin.com/in/michaelbertoni>

Personal Interests

Internet technology, digital art and new media: cinema, animation, music production and video editing; I am interested in all mediums of drawing, painting, photography; Electronic music, drums and percussion; Modern design: collectibles, furniture, architecture and transportation; Clothing design: apparel and fashion trends; International travel to experience design, fine art, culture and food; Strong passion for action sports, cycling: cross country and road; fishing, camping, playing soccer and watching NFL & NCAA Football; MLS & European soccer.