

## **Michael Bertoni**

*Senior Designer*

E-Mail: [mb@michaelbertoni.com](mailto:mb@michaelbertoni.com)

Mailing Address: P.O. Box 359, Santa Cruz, CA 95061-0359

Phone: (831) 419-6640

Portfolio: <http://www.michaelbertoni.com>

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

Portfolio Reel: [Video](#)

## **PASSION**

I am always curious about combining technology and art as a Senior UI/UX Designer, Graphic Artist, Art Director or Illustrator. My professional experience advocates time-tested conventional methods of design process, research, creativity, user experience, and teamwork. Together, resulting in compelling brand evolution within the confines of an established brand identity system for a new generation of consumers.

## **SKILLS**

Focusing on interaction design and motion, my methods start from the pencil and sticky note generating grey box methods, and wire framing throughout the entire concept design and discovery phase. 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. As an interactive 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 branding.

*Design Experience: Interactive, Web, Advertising, Marketing, Product Development, Retail, Apparel and Branding.*

## PROFESSIONAL EXPERIENCE

### **Apple | *AppleCare Software Tools* { Senior UI/UX Designer } 2013 to Present**

Implementing user-centered design principles; iOS design interface solutions for mobile, tablet and web; Prototyping with hand-drawn storyboards, grey box wireframes and interactive html, css, js; Final Design deliverables with Illustrator and Photoshop at retina display resolution for native and web App development; UX collaboration with cross functional teams encompassing Software Engineering, Human Interface Designer and Marketing within AppleCare Diagnostics.

- Collaborating with engineers and developers to create iOS Apps and Web based tools for Troubleshooting and Diagnostics.
- User experience design solutions for Genius technicians in Apple Retail Stores worldwide.
- Creating wireframes, visual design and interactive prototypes to influence user experience behaviors and interaction.

### **Bertoni Design | *Self-Employed Design Agency* { Creative Director, Graphic Artist, Web Designer } 2009 to 2013**

Graphic Designer, Visual Designer and Web Designer consulting with a variety of small businesses, agencies and corporate teams—I have a proven ability to provide solutions for visual design, print design, video & brand evolution.

- As an experienced art director and designer, I can set research and strategize for the good of the client to deliver superior creative design solutions—aligned with the clients' goals and objectives
- Ability to conceptualize and execute creative ideas for presentation to stakeholders—generating retail marketing initiatives: product packaging design, trade show display and signage
- A proven ability to quickly produce innovative ideas to meet client requests with collaborative teamwork and customer service skills—seeing beyond their market by providing higher-level graphic design strategy

- Corporate web team experience on contract basis at Plantronics for the 2011 Global Website Launch and supporting the team with visual design solutions, content integration, HTML and CSS
- Clients range from local start-up businesses to corporations: Plantronics Inc., Wildfire Interactive, FastPencil.com, Modern Times Film Co., Covewater SUP, Jafa™ Shoes and Blue Moto Co.

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

Design Manager and Senior Designer for the in-house brand design team, I lead a team of designers to initiate brand design, interactive media and packaging design solutions for Enterprise, Mobile Bluetooth® and Gaming markets. 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, Apparel Designer } 2003 to 2006**

Senior Designer for the Men's casual wear design team supporting 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 tees, accessories 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**

A career lifetime opportunity to be the original artist to draw "The Wave" logo in 1995, I was a member of a three designer team that produced this international icon—later to be sold to a former licensee for \$459-million dollars—all apparel and brand rights—except for wetsuits, where O'Neill contains their roots.

## **EDUCATION**

### **Digital Media Department, Cabrillo College**

*Career Achievement Certificates: Web Design & Development, Motion Media*

### **School of Art & Design, San Jose State University**

*Bachelors of Science: Graphic Design & Illustration*

## **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**

Online Portfolio <http://www.michaelbertoni.com>

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

Portfolio Reel: [Video](#)

## **PERSONAL INTERESTS**

Digital art, interactive design, product design and music; I enjoy international and independent film, animation and music production; Purchasing for research and fun, all kinds of iOS Apps; I am interested in all mediums of drawing, painting, photography; I love to take pictures on the street or studio and shoot video; Electronic music, drums and percussion; Recording my band's rehearsals through GarageBand with my iPad; 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; MLS & European soccer.