



Objective

To sustain energy and passion within a creative team as an Art Director, bringing leadership and teamwork together resulting in compelling brand design solutions. To push their aesthetic boundaries towards new solutions within the confines of the client's brand identity system.

Summation

I am a creative visionary and designer, eager to understand the client's business model for brand strategy & design, effectively connecting with people in a design-driven culture.

Skills

Strategic and critical thinking, web design and development (XHTML, CSS), basic knowledge of scripts (JavaScript, jQuery, PHP, CGI-PERL), search engine optimization (SEO), visual design and animation, digital design, brand design and strategy, print design, product graphics (bicycle /motorcycle helmets and accessories), apparel graphic design and development. Other additional skills include strong verbal, written and visual communication skills, trend research, color story exploration, storyboard concepts (analog and digital), team leadership and mentorship. Print and Web Design Software: Adobe Creative Suites (CS4): Illustrator (*Advanced*); Photoshop (*Advanced*); InDesign (*Advanced*); DreamWeaver (*Intermediate*) 5 Years; Flash (*Beginner*) 2 Years; iMovie (*Beginner*) 2 Years; Final Cut Pro (*Beginner*) 1 Year

Professional Experience

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

Design Manager for the in-house brand design team, I helped to initiate brand design and strategy solutions for the consumer Bluetooth® and Gaming products. To expand brand awareness into new markets with a compelling brand identity system 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 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 2000**

Bertoni Design | *Independent Contractor* { **Art Director, Designer** } **1996 to 2003 / 2009 to Present**

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

B.S. Graphic Design, Illustration

Cabrillo College

Web Design and Development

Awards

1993 Cable Television Public Affairs Assoc., Beacon Award

1995 Brand Identity Association, Award of Excellence

1998 CSU Summer Arts Program, Scholarship

2007 Plantronics Spot Award, Strategic Marketing & Design

Personal Interests

A strong passion for action sports, soccer and cycling (mtn/road); All mediums of drawing, painting and photography; Internet technology and digital design: cinema, animation and 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.

Links

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

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

Flickr | http://www.flickr.com/people/bertoni_design