

Michael Bertoni

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PROFESSIONAL EXPERIENCE

PLANTRONICS INC. / SANTA CRUZ, CA / 2006 – 2009

http://www.plantronics.com/north_america/en_US/

Graphics Manager, Designer – Involvement in design, team leadership and project management for the internal brand design team. Providing design, global strategies and marketing solutions for a competitive brand image within the telecommunications market.

- Leadership and collaboration with internal and external marketers, graphic designers, web designers, product designers & packaging engineers in the USA, Mexico and China
- Research of competitive markets for an understanding of global trends and styles
- Design execution of brand guidelines for marketing collateral, packaging, multi-media, E-business and sales & marketing initiatives – concept to final design implementation
- Partner with retailers to provide marketing solutions for specific sales needs that are consistent with their brand identity system

FOX HEAD INC. / MORGAN HILL, CA / 2003 – 2006

<http://www.foxhead.com/us/>

Senior Graphic Designer – Design, project management and leadership for Fox Racing Men's Clothing Brands: Fox Denim, Fox Deluxe and Fox Bike. Focusing on design and development of graphic design & illustration involving brand identity, product packaging and clothing trims.

- Leadership within an internal design department providing project management, design process and mentorship for entry-level designers
- Research for a men's casual wear dept. in the action sports industry: development of current market trends for an understanding of global trends and styles
- Support apparel designers with graphic design, color exploration and trend research
- Design initiative to final design implementation of original creative and packaging strategy
- Presentation of concept designs, business goals and design process to Directors in the Northern and Southern California design studios
- Partner with domestic and international manufacturers from design to production
- Materials specification experience: textile, inks, paper and trims hardware development

BERTONI DESIGN & ILLUSTRATION / SANTA CRUZ, CA / 1996 – PRESENT

<http://www.bertonidesign.com/>

Principal – Art Direction, design & project management involving clients within the high-tech and action sports industries: graphic design & packaging, brand identity & marketing collateral, advertisement design, product illustration & graphics, website design and animation.

- Research of competitive markets for an understanding of global trends and styles
- Facilitating creativity and solutions with clients to establish strong relationships for future goals and objectives
- Collaboration with project managers, marketing directors, art directors and CEOs
- Project management of freelance copywriters, photographers and illustrators involving deadlines, budgets and contracts
- Press-checks, photo shoots and tradeshow experience within a fast turnaround environment requiring accuracy, definitive instructions and decisions

BERTONI DESIGN / CLIENTS

Fox Racing, Nike, NFL Football Properties, Bell Sports, Giro Sports, GT Bicycles, Specialized Bicycles, Wall-Mart, Toys-R-Us, Target, Fisher Price, Santa Cruz Snowboards; Integrated Circuit Support; Zircon Electronic Tools

ENVISION MEDIA DESIGN AGENCY / SANTA CRUZ, CA / 1997 – 1999

<http://www.envisionmedia.com/>

Senior Graphic Designer – Art direction, design & illustration – Concept and design encompassing print and website design within the High Tech Industry.

- Interacting creatively with clients to establish goals and objectives with brainstorming and research from concept to final production. Clients: Sun Microsystems, Cisco Systems, Netcom, @Home and Bell South
- Design execution and presentation of concept and final designs to Product Managers, Art Directors and Marketing Directors
- Art direction with freelance copywriters, photographers and illustrators involving deadlines, budgets and professional fee negotiations

EDUCATION

School of Art & Design, San Jose State University – B.S. Graphic Design / Illustration

SOFTWARE

Adobe Creative Suites CS3: Illustrator, Photoshop, InDesign; Microsoft Office 2008; TextWrangler; Flash; Dreamweaver; Fetch; Graphic Converter

WEB DESIGN

XHTML, CSS, Flash

PORTFOLIO & REFERENCES

www.michaelbertoni.com

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