

# su berger

## graphic designer

Phoenix (85017) United States  
(Arizona)

### CONTACT

✉ suberger88@gmail.com

### ABOUT ME

As a seasoned graphic designer, I have extensive experience in a variety of design skills from simple logo creation to managing an entire brand. I'm quick, bright, organized and have sense of humor, making me flexible and adaptable to the needs of every project.

## EXPERIENCES

### Brand Director

**DW Green Co. - Since September 2012 - Tempe - United States - Arizona**

- ▶ Provides creative direction on design, copy and functionality for client projects
- ▶ Created design and interactive concepts for production team to implement
- ▶ Leads collaboration between clients and design team on print and web projects
- ▶ Preserves alignment between design team and clients to ensure quality and consistency
- ▶ Balances staff workload and oversees project prioritization
- ▶ Selects, develops and evaluates design team staff

### Creative Services Manager

**iGo - July 2005 to June 2012 - Full-time - Scottsdale - United States - Arizona**

- ▶ Led corporate rebranding strategy during company renaming
- ▶ Designed corporate assets for web, print, merchandising and tradeshow applications
- ▶ Designed and produced product packaging, merchandising and advertising for national and international markets including Canada, Europe and Latin America
- ▶ Designed and produced sales and end-user materials including product brochures, product datasheets and presentations
- ▶ Integrated products from company acquisitions into the current brand strategy and brand packaging
- ▶ Managed outside vendors including graphic designers, translation houses and display vendors
- ▶ Responsible for all product photography

### Graphic Designer

**Action Performance, Inc. - April 2004 to July 2005 - Full-time - Phoenix - United States - Arizona**

- ▶ Responsible for design and production of high run monthly specialty catalog
- ▶ Designed and produced logos, packaging, advertisements, mini-catalogs, web graphics, sales flyers, and other marketing materials for Fortune 500 companies
- ▶ Executed complete design process for promotional programs, including research, product design, and presentation
- ▶ Responsible for company event and product photography

### Art Director

**Franklin Packaging - July 2001 to February 2004 - Full-time - Tampa - United States - Florida**

- ▶ Designed and produced custom retail packaging in a high volume, fast paced environment for a variety of domestic and international companies
- ▶ Liaison with all customers and suppliers
- ▶ Macintosh and IBM equipment procurement, installation and maintenance

### Senior Graphic Designer/Production Manager

**Gardner Asphalt - September 2000 to July 2001 - Full-time - Tampa - United States - Florida**

- ▶ Designed and produced logos, labels, packaging, POP merchandising, advertisements and catalogs
- ▶ Staff training and supervision, work flow scheduling
- ▶ Contracted for printers and freelance illustration
- ▶ Product photography (Direction, Execution & Archiving)

### Associate Director for Graphic Arts

**Rockford College - November 1999 to July 2000 - Full-time - Rockford - United States - Illinois**

- ▶ Designed and produced all college materials including newsletters, ads, brochures, catalogs and annual reports
- ▶ Established and implemented college graphic standards

## PORTFOLIOS

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[www.ScottsdaleFallfortheArts.com](http://www.ScottsdaleFallfortheArts.com)

## Brown's Calendar spread



## Browns Packaging





## Common Defense Spread



## iGo Packaging refresh 2012



## iGo Packaging 2005-2012



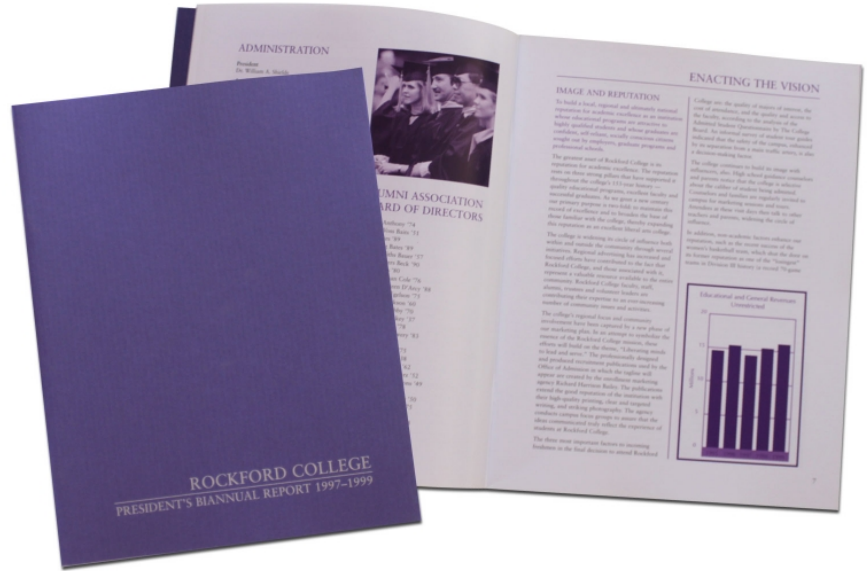
## iGo Catalog spread



# RCCA Monthly Catalog



# RC Annual Report





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## Mac Tools Quarterly Brochures





## EDUCATION

### BFA

#### ROCKFORD COLLEGE

Emphasis in: Sculpture & Ceramics.

Minor in Art History

## SKILLS

### Computer Skills

- ▶ Excellent skills in Photoshop, Illustrator, Quark, InDesign & PowerPoint. Proficient with both Mac and PC platforms
- ▶ Amateur Photographer