

Peter Berta

Multidisciplinary Designer

location Chicago

portfolio <https://peteberta.com>

pw pharma-work

e-mail peteberta@mac.com

mobile 708.557.1392

SKILLS

Digital: Illustration and UI graphics in Illustrator, Figma and Photoshop ▪ Strategy and vision presentations in PowerPoint and Google Slides ▪ Wireframes, Mock ups and pixel perfect digital design with Figma, Sketch and Xd. ▪ Site creation with HTML/CSS/JS and WordPress with various block editors ▪ Motion design with After Effects ▪ Brand style guides ▪ Instruction manuals and best practices ▪ Photo retouching with Photoshop ▪ Asset management with Xinet and AEM Assets ▪ Content publishing with WordPress, Uberflip CMS and AEM Sites **Print:** Print mechanicals with InDesign or Illustrator ▪ Color correction in Photoshop ▪ Die line creation and mock ups ▪ Vendor management and press checks **Collaboration:** Self directed learner ▪ Detail oriented ▪ Agile ▪ Communicative ▪ Critical thinker and tinkerer

TOOLS

Illustrator
Photoshop
InDesign
Xd
After Effects
Figma
Sketch
Word
PowerPoint
Excel
Teams
Slides
Docs
Sheets
AEM Sites
AEM Assets
AEM Analytics
Workfront
Airtable
HTML
CSS
PHP

EXPERIENCE

IMP-SF | STUDIO MANAGER — PRODUCTION DESIGNER

July 2020 – March 2024 | San Francisco — Remote

- Collaborate with Director of Operations to develop agency training materials
- Create SOP for agency quality control process
- Administer creative software licensing
- Manage purchasing, licensing and organize library of stock media including photography, video footage and music.
- Migrate and develop a banking website in a WordPress block editor to be turned over for future edits by the client staff.
- Complete pre-press production on print mechanicals ensuring delivery of clean and precise files requiring minimal preparation on the part of the vendor
- Finalize production on digitally delivered materials following best practices for resolution, image type and file size requirements for specific uses.
- Assist Creative Directors in design and layout of user experiences with Figma.
- Article publishing for Discover PULSE Network and insight.tech network utilizing a combination of WordPress and Uberflip CMS

PLAN B | PRODUCTION MANAGER / SENIOR DESIGNER

December 2019 – March 2021 | Chicago

- Secure estimates from multiple vendors and select not only based on cost but the best overall solution for the greatest return on investment.
- Ensure print mechanicals are clean and precise to minimize unexpected costs during final production.
- Mentor designers through challenging projects such as catalog, direct mail or those featuring complicated trimming dies.

PRECISION VALUE | PRODUCTION ARTIST

April 2019 – December 2019 | Chicago

- Studio point of contact for the Chicago office balancing workload of primary studio with other locations helping out whenever necessary.
- Produce mockups of various print projects, especially formulary kits due to their complicated fold and die requirements.
- QA all PowerPoint deliverables on a PC to ensure platform compatibility with zero impact to creative layout.
- Mentor junior staff facing challenges.

HAVAS | STUDIO TEAM LEAD / SENIOR PRODUCTION ARTIST

April 2012 – July 2018 | Chicago

- Manage 2 full time employees and up to 4 freelancers, ensuring strict quality standards and deadlines are met.
- Responsible for the asset management of a \$14M account, organizing thousands of digital and print files, ensuring brand guidelines are adhered to, and multiple teams working on account have ease of accessibility and searchability.
- Worked primarily on Citibank Credit Card products. Directly managing approximately 15 different products, ensuring the integrity of the creative concept is carried through to production without flaw and on schedule.
- Manage pre-press production on a \$26K monthly direct mail package marketing program for client, overseeing all preproduction for print, final inspection of team files before vendor release.
- Assist in production of interior and exterior retail branding quarterly for Citibank, implemented at all of the 700 branch locations.

MADDOCK DOUGLAS | SENIOR PRODUCTION DESIGNER

February 2009 – March 2012 | Elmhurst, IL

- Complete pre-production mechanicals on direct mail programs, in-store, out of home and trade show marketing.
- Create a website prototype using iRise visualization software.
- Support speaking engagements with presentation and visual aids.

EURO RSCG | SENIOR DIGITAL ARTIST

July 2007 – July 2008 | Chicago

- Pre-press production on print mechanicals ensuring delivery of clean and precise files to reduce costly adjustments on the part of the vendor.
- Construct mock ups to ensure layout matches production specifications.

TWO BY FOUR | PRODUCTION ARTIST

June 2004 – July 2007 | Chicago

- Resize magazine ads to publication specifications.
- Complete pre-press production on retail marketing materials include in-store, apparel ticketing and packaging.