

PETER BERTA

Senior Production Artist and Designer

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PROFILE SUMMARY

- Seasoned production designer and studio leader with a knack for problem-solving and wearing multiple hats
- Deep experience in print and digital design and production in the fintech and pharmaceutical industries, leveraging technology to improve technical execution and shorten delivery time
- Solid communication skills, building strong relationships with cross-functional teams and external vendors
- Over 5 years of experience in digital advertising and communications.
 - Polished delivery of user experience design projects and assets to development teams
 - ADA accessibility and compliance up to WCAG Level AA
 - Pixel perfect delivery of modular e-mail templates and resizing or reformatting of web banner assets with a design eye
 - Design system creation and management in Figma
 - Content publishing using WordPress CMS and Uberflip CMS
 - Manage assets in a variety of systems including Dropbox, Sharepoint, Xinet and Adobe Experience Manager
 - Presentation design using PowerPoint or Google Slides
 - Interactive PDF creation following ADA compliance
- Over 15 years of experience in credit card, retail and telcom advertising
 - Deliver press-ready mechanicals following industry best practices
 - Direct mail and packaging templates/dielines
 - Vendor management, quoting and on-site press approvals
 - Retouching and color correction in Photoshop
 - Font, media and application licensing and management
 - Staff management and resource allocation

SOFTWARE

Adobe Acrobat, Illustrator, Photoshop, InDesign, Xd, After Effects | Microsoft Office Word, Excel, PowerPoint, Outlook Teams | Slack | Figma | Sketch | Workfront | Wordpress CMS | Uberflip CMS | AEM Assets | HTML | CSS | PHP

EXPERIENCE

Freelance Production Designer

March 2024 – Present

Hothouse | Atlanta — Remote | Advertising Agency

Integress Marketing | Chicago — Remote | Communications Agency

Web banner and email design and presentation design for AutoTrader, CAMP360, Dealer.com, IHG Hotels & Resorts and CORT Furniture Rental for HotHouse.

Interactive digital publishing on iPad and Android devices for Keiser Fitness for Integress Marketing.

Senior Production Designer / Studio Operations

July 2020 – March 2024

IMP-SF | San Francisco — Remote | FinTech Communications Agency

Along with the duties of a traditional print and digital production designer I was integral in the redesign and development of the River City Bank website following ADA and WCAG guidelines for accessibility. I produced layouts and assets using Figma that allowed for quick development by Bank of the West. I published content for the Discover PULSE Network and insight.tech Network utilizing wordpress and Uberflip CMS.

Production Manager / Senior Designer

December 2019 – March 2021

Plan B | Chicago | Advertising Agency

Supervised pre-press file production and managed vendors in catalog production and direct mail.

Production Artist

April 2019 – December 2019

Precision Value | Chicago | Pharma Marketing Agency

I was the lead for the Chicago studio location, helping with resource allocation and additional workload.

Freelance Production Designer/Project Manager

August 2018 – March 2019

Peak 6 Investments | Chicago | Investment Firm and RR Donnelley | Chicago

For Peak 6, I worked with their staff designer flush out a corporate redesign and support creative initiatives.

RR Donnelley had placed me inside Ace Hardware as a project manager during a particularly busy trade show period, managing projects from concept through production.

Studio Team Lead / Senior Production Artist

April 2012 – July 2018

HAVAS | Chicago | Advertising Agency

Managed production design of direct mail and email programs of over 50 credit cards and banking products for Citibank.

Supervised six production artists.

Senior Production Designer

February 2009 – March 2012

Maddock Douglas | Elmhurst, IL | Management Consultancy

Lead production designer of direct marketing and advertising for Case / New Holland Agriculture. iRise user experience prototype developer for usability testing for Blue Cross Blue Shield of Michigan B2C site for the launch of the affordable healthcare act.

Senior Digital Artist

July 2007 – July 2008

Euro RSCG | Chicago | Advertising Agency

Primary production artist on direct mail projects for Charles Schwab and Western Union

Senior Production Artist

June 2004 – July 2007

Two by Four | Chicago | Advertising Agency

Started as junior production designer but advanced quickly once my abilities were proven. Packaging production and marketing materials for Paper Mate. Publication and retail advertising for Firestone Complete Auto Care, Wrangler, Ariat, Workhorse. Print and out of home advertising for the Chicago White Sox and the Chicago Sun Times.