

PETER BERTA

Senior Production Designer

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PROFILE SUMMARY

Senior Production Designer with extensive experience driving effective creative and efficiency solutions to address brand and marketing production needs in competitive industries.

- Results-focused, with a proven ability to execute and complete deliverables in a timely manner
- Agile with a strong work ethic and commitment to excellence in managing client projects, adhering to budgets and timelines to meet aggressive goals
- Proactive communicator, cultivating strong relationships with cross-functional teams and external vendors
- More than 15 years of experience delivering print solutions for financial services, retail and telecom advertising
 - Deliver press-ready mechanicals following industry best practices
 - Direct mail and packaging templates/dielines
 - Vendor management, quoting and on-site press approvals
 - Strong Photoshop skills for image retouching and color correction
 - Font, media and application licensing and management
- More than 10 years of experience in digital advertising and communications
 - Polished delivery of user experience design projects and assets to development teams
 - 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 that adhere to ADA compliance up to WCAG Level AA standards

SOFTWARE

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

WORK HISTORY

Independent Production Designer

March 2024 – Present

Central Garden & Pet | Atlanta — Remote | In-House Design Department

AIG | New York City — Remote | Insurance Provider

Hothouse | Atlanta — Remote | Advertising Agency

Integress Marketing | Chicago — Remote | Communications Agency

- Design Product Detail Page Assets and Social Media Assets for the many Central Garden brands including Pennington.
- Create Corporate Event Signage for meetings. Update and complete PAC level accessibility of communications assets.
- Web banner and e-mail design and presentation design for AutoTrader, CAMP360, Dealer.com, IHG Hotels & Resorts and CORT Furniture Rental for HotHouse.
- Interactive digital publishing on IOS and Android devices for Keiser Fitness for Integress Marketing.

Senior Production Designer / Studio Manager

July 2020 – March 2024

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

I was integral in the redesign and development of the River City Bank website. Using After Effects I completed final media purchasing and final production of motion ads for RCB. 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

Lead artist for the Chicago studio location, assisting with resource allocation and overflow from other studios.

Studio Team Lead / Senior Production Artist

April 2012 – July 2018

HAVAS | Chicago | Advertising Agency

Managed production design of direct mail, and email programs of more than 50 credit cards and banking products for Citibank. Supervised six production artists.

ADDITIONAL WORK HISTORY

Senior Production Designer

Maddock Douglas | Elmhurst, IL | Management Consultancy

Senior Digital Artist

Euro RSCG | Chicago | Advertising Agency

Senior Production Artist

Two by Four | Chicago | Advertising Agency

