

Michael Berk

Skills & Attributes

Leadership | Creativity | Project management | Self-Starter | Adaptability | Decisiveness
Communication | Copywriting | Social media | Team building

Experience

Art Manager | Evo Exhibits | West Chicago, IL | Nov. 2015 - present

As a member of the leadership team, I oversee the graphics department including:

- Direct the workflow and professional development of graphics and CAD employees and freelancers.
- Interface directly with clients to provide unique, custom, and eye-catching tradeshow exhibits and environment branding of all sizes.
- Lead the quality control of more than \$1M/year of produced graphics across all substrates and applications.
- Point of contact with graphics vendors, trouble shooting errors, providing solutions, and negotiating the terms of settlements arising from vendor errors, saving the company thousands of dollars in graphic reprints.
- Design and code Evo's email marketing campaigns, including implementing subject line and content A/B testing.
- Partnered with marketing director and external video partner to produce a series of branded videos around our marketing strategy.
- Lead the design of all branding efforts, including the currently in progress re-design of our website.

Senior Graphic Designer | Robert Bosch | Broadview, IL | Dec. 2011 - Nov. 2015

- Designed and produced print materials (ads, flyers, packaging, sales & promo mats, trade show displays, retail signage, etc.), web and social media imagery, and internal communication pieces (HTML email, presentations, annual meeting materials, video editing)
- Designed award-winning POP/POS that increased sales in competitive segments at retailers like Walmart and Advance Auto Parts
- Protected brand standards through design compliance, and the educating and monitoring of internal and external partners
- Lead a departmental workflow improvement project, developing a project initiation process and recommending a project tracking software solution.

Senior Graphic Designer | Weblinx | Oswego, IL | Mar. 2008 - Sept. 2011

- Helped our clients achieve their marketing and communication goals on and offline, maintaining their brand standards.
- Acquired new skills as I transitioned from my print design and marketing career into the digital realm.
- Design, execution, and project managed the production of websites, logos and print marketing materials.

Senior Graphic Designer | Live Nation Motor Sports | Aurora, IL | Nov. 2001 - Mar. 2008

- Created marketing materials, ads, posters, catalogs and merchandise/apparel for internationally touring motor sports events.
- Was the lead designer for two of our "properties," driving the look and feel for those events across all media – print, video, and web.
- Charged with the research and purchasing of software and hardware for the design group.
- Production coordination with outside vendors on specialty print jobs

Senior Graphic Designer | H&S Media, Inc. | Bannockburn, IL | Mar. 1999 - Oct. 2001

- Art direction, design and production of niche market consumer magazines.
- Created and implemented the design aesthetic of the magazine's departments, features, and in-house advertising
- Managed junior designers and contributing freelancers, while maintaining art budgets.

Education

University of Illinois, Urbana-Champaign | B.S. in Advertising / Communications