

Michael Berk

Skills

Print and web design | Creativity | Project management | Initiative | Ability to grow and adapt
Thrive under pressure | Communication | Copywriting | Social media | Team building

Experience

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

- Design and produce 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)
- Design award-winning POP/POS that increase sales in competitive segments at retailers including Walmart and Advance Auto Parts
- Protect 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, bringing a critical eye to maintaining their brand standards.
- Acquired new skills as I transitioned from my print design and marketing career into the digital realm.
- Design, execution and production of websites, logos and print marketing materials.
- Acted as project manager on many of the projects in which I was involved.

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

- Tasks included the creation of 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

I graduated in May of 1996 with a Bachelor of Science degree in Advertising / Communications.