

## KATELYN BERG

# ART DIRECTOR + CREATIVE

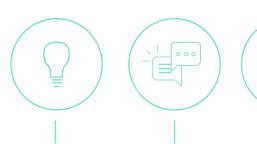
KATELYNBERG.COM ☐ 512.484.5260 ☑ KATELYNJBERG@GMAIL.COM

### HELLO THERE,

Hello, my name is Katelyn Berg and I'm an art director with over a decade of experience in the creative industry. I've had the privilege to work at some of the best agencies across the country making work for global brands across all creative mediums. I can comp, shoot, design, make, create or Tiktok just about anything.

Currently available for freelance serving up a la carte creative ideas and freshly baked designs.

### MY SPECIALTIES



ART DIRECTION

MAKING THINGS LOOK ALL PERDY

CREATIVE DIRECTION

BIG IDEAS FOR ALL THE THINGS

GRAPHIC DESIGN COMPING ALL THE THINGS

### EXPERIENCE

FREELANCE
2021 - Present | Remote & In-Person Production Associate Creative Director//Creative Director

Johannes Leonardo, Digitas, Leo Burnett, Momentum McCann, GSD&M, Translation LLC, Linkedin Creative Studio, Dentsu

2017 - 2021 | Chicago

Associate Creative Director

Oscar Mayer, Hallmark, Disney, Marriott, Clorox

2016 -2017 | Chicago

Senior Art Directo

Folgers, Dunkin Doughnuts, Jif, Pillsbury, Cafe Bustelo, Uncrustables

2012 - 2016 | San Francisco

Clorox, Wells Fargo, ConAgra Foods, and Qualcomm

2011 | Austin

Art Director Intern

Southwest Airlines, John Deere, Walgreens, and Zales

### EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

2009 - 2012 | Savannah

B.F.A Advertising Design, Minor Film & TV Television

## CREATIVE SKILLS

Art Direction

Concept Development

Creative Direction

New Biz Pitches

All The Social

Film Production

Design & Branding Strategy

Brand Activations

Print (Its NOT Dead Yet)

Adobe Suite

UI Design

Typography

Social Assets

Production Video Graphics

Presentation Design

Branding Design

Print/Poster Design

Cat GIF Specialist

## AWARDS & RECOGNITION

One Show Shortlist FILM - LONGFORM | HALLMARK 2019

Silver Addy DIGITAL CAMPAIGN | CLOROX 2014

Communication Arts ADVERTISING ANNUAL | HALLMARK 2019

Webby Finalist CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN | AT&T 2022

## SOFTWARE SKILLS

Ps

Αi

Photoshop

Illustrator

0 0

Id

Ae

Lr

Indesign

After Effects

Lightroom

</>

HTML/CSS



Figma





