



BRAD VANDENBERG

ART DIRECTOR | DESIGNER | CONSULTANT

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EXPERIENCE

B.V.Berg Creative

Freelance Art Director, Designer, and Consultant 2/2016 - *Current*

Providing art direction, graphic design, and consulting services for advertising, tech, music, beer, and entertainment brands across the country. Work includes: ad campaign concepting and design; pitch concepting and execution; brand identity and logo design; experience and event design; web design; game and app design.

GA Communication

Art Director 7/2014 - 1/2016

Senior Graphic Designer 1/2012 - 7/2014

As an Art Director, I was the visual and concept lead for the appearance and continuity on multiple pharma and consumer brands. Working closely with group creative directors, copywriters, UX designers, developers, and production designers from original concepts through final production. I have experience presenting both internally and to clients. I also frequently provided art direction and collaboration with freelance designers, illustrators and interns. My strengths include concept development, mobile design, responsive web design, print, event collateral, and brand identity.

Billabong

Graphic Designer 11/2003 - 1/2012

As a graphic designer I was the visual and concept lead for the instore graphics, skate, and wake categories. Designing surf ads, POP, event collateral, digital, web design and graphic tee's. I worked daily in the art room with other designers collaborating with the marketing team, merchandisers, sales team, vendors, installers, and athlete team managers from original concepts through final production. I also frequently provided art direction to photographers and production designers.

Spy Optic

Freelance Graphic Design 7/2003 - 9/2003

Worked with the art director designing Pop-up POP displays for winter goggle line. Designing drink coasters with Spy branding. Production work on point of purchase postcards displaying team riders and product shots.

EDUCATION

Hartford Art School at The University of Hartford

West Hartford, CT BFA, Visual Communication Design 1999 - 2003

Studio Art Centers International

Florence, Italy, Course focus: oil painting with special interest in serigraphy Summer 2002