



MICHAEL BERGMAN

bergdesignrocks@gmail.com

678.644.9445

www.berg-design.rocks

EXPERIENCE

Metaleap Creative

Atlanta, GA
Associate Creative Director
Sept. 2022 – Present

*Team Management, Art Direction,
Identity Design, Branding,
Web Design, Social, Print Design*

Atlanta Falcons AMBSE

Atlanta, GA
Design Manager
Sept. 2021 – Present

*Season Campaign Creative Direction
Brand Development, Design
Mentorship, Team Management,
Experiential Design, Graphic Design,
Social Strategy and Design*

vineyard vines

Stamford, CT
Senior Art Director -
Men's & Sport
Oct. 2018 – Sept. 2021

*Lifestyle & Studio Art Direction,
Casting, Campaign Forecasting,
Catalog & Website Production, Brand
Development, Design Mentorship,
Team Management*

YETI

Austin, TX
Art Director / Senior Designer
Nov. 2015 – Oct. 2018

*Branding, Illustration, Package
Design, Web & Email Marketing,
UX / UI, Art Direction.
Photography, Video Editing*

Drumroll

Austin, TX
Art Director / Senior Designer
Nov. 2014 – Nov. 2015

Clients: Microsoft, Skype, Bing,
Macerich

*UX / UI, Web Design, Art Direction.
Print Design, Identity Systems*

Blackboard Co.

Austin, TX
Art Director / Designer
Apr. 2014 – Aug. 2014

Clients: Ole Smokey, Tillamook,
New Mexico Tourism

*Art Direction, Advertising Design,
Package Design, Copywriting,
UX / UI and Web Design, Signage,
Identity, Branding*

McGarrah-Jessee

Austin, TX
Designer
Jan. 2014 – Apr. 2014

Clients: Shiner, Whataburger,
Frost Bank, YETI

*Package Design, Advertising Design,
Signage, Web Design, Branding*

Simply Buckhead Magazine

Atlanta, GA
Creative Director
2011

*Layout Design, Branding. Brand
Standards, Staffing,*

Atlanta Journal-Constitution

Atlanta, GA
Graphic Designer
2008 – 2011
Production Artist
2007

*Lead designer of all Peachtree
Road Race collateral. Executed
multi-media campaigns for joint
promotions between the Atlanta
Braves and the AJC. Created online
campaigns including online banners,
email blasts, splash pages, and blog
graphics. Utilized HTML, CSS in
creation of email marketing products.
Shot and edited video projects.
Conducted location and studio
photoshoots for marketing pieces.*

EDUCATION

Savannah College of Art & Design

Atlanta, GA
Master of Fine Arts
Graphic Design

2013

University of Texas

Austin, TX
Bachelor of Communications
Photojournalism
2004

SKILLS

Team Management

Creative Art Direction

Lifestyle, Studio, Still Life,
Fashion

Adobe Creative Suite

Photoshop, InDesign,
Illustrator, Flash

Photography

Digital, Film,
Processing, Editing

Fine Art

Illustration, Painting, Drawing,
Sculpture

Web

UI & UX Design, Figma, HTML,
CSS, WordPress

AFFILIATIONS

AIGA

2011 – Present

Texas Exes Alumni Association
2007 – Present

AWARDS

HOW

In-House Design Award
Logo, Website, Packaging, Print
2016, 2017

SCAD Advertising Graduate
Assistantship Scholarship
2011 – 2013

Publix Marathon Poster
Contest Winner
2012

Phi Kappa Phi
Academic Honor Society
2000 – 2004

University of Texas Dean's List
2000 – 2002

The Headliner's Scholarship
2001 – 2002

University of Texas College
Scholar
2000