



MICHAEL BERGMAN

bergdesignrocks@gmail.com

678.644.9445

www.berg-design.rocks

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

EXPERIENCE

Vineyard Vines
Stamford, CT
Senior Art Director –
Men's Sport
Oct. 2018 – Present
*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 – Present
*Branding, Illustration, Package
Design, Web & Email Marketing,
UX / UI, Art Direction.
Photography, Video Editing*

Drumroll
Austin, TX
Senior Designer
Nov. 2014 – Nov. 2015
Clients: Microsoft, Skype, Bing,
Macerich
*Primarily UX / UI and Web Design
and Art Direction. Some print design,
and identity systems*

Blackboard Co.
Austin, TX
Senior 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
Design Intern
Jan. 2014 – Apr. 2014
Clients: Shiner, Whataburger,
Frost Bank, YETI
*Package Design, Advertising Design,
Signage, Web Design, Branding*

Freelance Design
Atlanta, GA / Austin, TX
2008 – Present

Clients: Chick-fil-A, Applebee's,
Woo Cosmetics, REATX, Open
Door Preschool, and more.

*A variety of work including: UI &
UX design, Web Design, Mobile
App Design, Print and Advertising
Design, Signage, Long Document
Design, Identity and Branding Design,
Magazine Layout*

Simply Buckhead Magazine
Atlanta, GA
Creative Director
2011
*Created the layout of the magazine.
Designed the primary logo. Made brand
standard and style guide decisions.*

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.*

SKILLS

Team Management

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, HTML,
CSS, WordPress

AWARDS

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

AFFILIATIONS

AIGA
2011 – Present

Texas Exes Alumni Association
2007 – Present