

Bill Bergmann

Creative Director

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Skills

Creative Director with over sixteen years as a Graphic Designer, my diverse career has spanned from designing for mobile applications to medical marketing, entertainment personalities to small non-profit companies.

By setting realistic and measurable goals, I have been able to increase the engagement of users, create new areas of revenue for companies, design award winning ad campaigns and strive to make the complex simple.

Graphic Design, Art & Creative Direction, Mobile Design, Responsive Web, Adobe Creative Suite, UI/UX, User Testing, Sketch, Zeplin, Balsamiq, Proto.io, Android Material Design, IOS Design, Wireframes, Google Docs, Microsoft Office, Jira, HTML, CSS, Wordpress, Mac OSX, Marketing and Advertising, Project Management, Studio Recording, Photo Editing, Social Media, Slack, Skype, Professional Musician.

Work Experience

IAC Applications / Creative Director, Mobile B2B

2012 - 2016, NEW YORK, NY

Lead and delegated all creative tasks, creative brainstorming, wireframe flows and interactive prototypes for a multitude of mobile and web projects in a high paced agile environment.

- ❖ Implemented more efficient and collaborative methods to present product flows and specs with the use of cloud based services.
- ❖ Improved the turnaround time on mocks by transitioning design team to new design software.

Mindspark Interactive Network, Inc. / Senior Designer

2009 - 2012, WHITE PLAINS, NY

Designed landing pages and advertisements for a wide variety of browser toolbars. Collaborated closely with marketing, editorial, product managers and web development teams to execute and optimize all collateral.

- ❖ Increased downloads and product conversion rates by 40% and 60% for various toolbars .
- ❖ Designed the company's first IOS Application.

College Art Association / Web Designer

2007-2008, NEW YORK, NY

Managed, designed and maintained all digital content, CMS migration for multiple in-house websites.

- ❖ Generated new advertising revenue streams, no additional cost, during the company's annual conference.

MRC Medical Communications / Director of Multimedia Design

2006-2007, ORADELL, NJ

Agency Multimedia Designer, both digital and print, primarily working with medical companies both nationally and internationally .

- ❖ Increased user traffic to clients websites by leading SEO projects and user testing.
- ❖ Designed multiple trade shows booths, printed promotional materials and giveaways for industry conventions.

BILLBDESIGN / Freelance Designer

2001-2012, NEW MILFORD, NJ

Self ran an independent design agency working with small companies, entertainers and educators

- ❖ Designed a wide range of assets including promotional and personal websites, tour posters, DVD covers and on-air graphics for TV.
- ❖ Sample client list: Warner Brothers, Hearst Publishing, Comedy Central, Daniel Tosh / Tosh.O, Mike Birbiglia, Jeff Garlin Pete Dominick and Carlos Mencia

Professional Musician

1995-Present

Musician and songwriter playing multiple instruments.

- ❖ Toured Internationally
- ❖ Recorded for both record labels and Independently
- ❖ Composed and collaborated on numerous songs.
- ❖ Registered songwriter with BMI

Education

School of Visual Arts / Continuing Education

NEW YORK, NY

Studied mobile and graphic design

Bergen Community College / AAS Graphic Design

PARAMUS, NJ

Studied both print and digital design including the fundamentals of many other art forms including painting, 3D

The Disney Institute / Certificate

Studied both Leadership Excellence and Creative Innovation

Awards & Honors

Telly Award with MRC Medical / 2009

Awwwards honorable mention / 2008