



ROBERTA MORRIS

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Whatever the task... leave it to 'Berta!

A full-service print and digital design professional with solid experience in design strategy, creative execution, and leadership, 'Berta brings her creative solutions to even the most challenging assignments. 'Berta:

- Has extensive experience in design strategy and creative execution.
- Provides 360-degree digital and print design solutions—for both print and digital, ranging from marketing to branding to product design.
- Listens to her clients, incorporating feedback to provide top-quality design solutions tailored to fit their needs.
- Collaborates with cross-functional teams throughout the entire design process, coordinating processes and workflow.
- Manages the entire design process from creative brief to final delivery of product.
- Monitors and maintains schedules and budgets

Professional Experience

Leave It to 'Berta, San Francisco, CA—*Freelance Design Services*
1998–present

- Analyzes business needs, creates and presents sound design strategies and solutions
- Provides high-level, detail-oriented creation and oversight to conceptual design and branding
- Hires and supports subcontractors, as necessary, including contract designers, illustrators, photographers, printers, videographers, and developers
- Acts as design liaison and works closely with in-house teams and team leaders
- Presents to clients throughout the design cycle from concepts to final design

Center for the Collaborative Classroom, Alameda, CA—*Art Director*
2004–present

- Conceptualizes and designs all product and marketing materials, both print and digital
- Monitors and maintains budgets and schedules, hires and supervises staff and outside vendors, and negotiates contracts
- Partners with cross-departmental teams on projects ranging from product design to marketing collateral to learning technology solutions
- Writes creative briefs based on launch meetings makes presentations of concepts to key stakeholders —getting ongoing “buy in” on goals and direction

Skills, Software, and Tools

Art direction: Expert in creative strategy, branding, typography, logos, collateral, UI/UX, visual design, web and mobile app design, email and social media campaigns, packaging, infographics, presentations, signage, publishing, photoshoots, copywriting, photo retouching, swag, and more

Soft skills: Creativity, leadership, communication, collaboration, time management, problem solving, and planning

Digital skills: HTML, CSS, WordPress, Drupal, Wix, and Squarespace. Knowledge of EPUB/MOBI, JavaScript (Alexa Skills), and Swift

Software: Adobe Creative Cloud (specifically, Photoshop, Illustrator, InDesign, XD, AfterEffects, Flash, Comps, Acrobat), Calibre, Canva, Sketch, Figma, PopApp, InVision, xCode, Apple Keynote, Office 360 (Word, Excel, PowerPoint), Google Drive (Mail, Docs, Calendar, Sheets, Forms), Dropbox, Slack, Asana, Basecamp, and Dropbox



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AssetMark, Concord, CA—*Contract Graphic Designer*

2017–2018

- Supported the Creative Director and Lead Designer on various projects. Created presentation materials, infographics, conference materials, marketing collateral, email campaigns, logos, and award plaques
- Worked onsite and offsite as needed, often on turnkey projects with tight deadlines, meeting those deadlines on time and on point, passing projects back and forth in a fluid manner
- Helped create continuity of branding and look and feel
- Provided creative brainstorming and conceptual design on a variety of projects

LegalVision, San Francisco, CA—*Contract Presentation Designer*

2017 (9 months)

- Created complex presentation graphics for law firms trying civil and criminal cases
- Generated graphics used to communicate crucial, often complex, evidence to jurors
- Partnered with owners to conceptualize and design presentations on tight deadlines

Art Institute of California, San Francisco, CA—*Instructor*

2004–2005

- Taught students the fundamentals of typography and digital illustration
- Created syllabi, assignments, and test materials; gave lectures and facilitated discussions
- Imparted real-world knowledge of the design industry

Client List

AssetMark, Baylor Health Systems, Boy Scouts of America, Cadbury/7 UP, Career Girls, Chevron, Cal-Fire, Courtroom Sciences, Inc., CRE Cloud Solutions, Dallas Museum of Art, Galleria, Gap/Old Navy, GroceryWorks.com, José Cuervo, Latitude (a division of The Richards Group), Launch Partnership, Lawrence Berkeley Lab, Lawrence Hall of Science, LegalVision, McCann-Erickson, McDonald's, Médecins Sans Frontières, Mills College, Nokia, Ogilvy&Mather, PetSmart, Pillowtex, Pottery Barn, Rent-a-Center, San Francisco Historical Society, Southland/7-11, Sally Beauty Supply, Tesser, Texas Instruments, Thanx, Toni&Guy, and Town of Addison

Affiliations

American Institute of Graphic Arts (AIGA) (volunteer mentor), Publishing Professionals Network, Freelancers Union, Creative Cafe, Girls in Tech, volunteer designer for Taproot and Career Girls

Education

Arkansas State University

Bachelor of Fine Arts, *cum laude*
Major in Graphic Design,
Minor in Journalism

Academy X

HTML, CSS and responsive design training

General Assembly

UX Design Bootcamp
UX Design Course
iOS Development Workshop
Javascript 101 Workshop
Amazon Alexa Hackathon
Blogging Bootcamp

Awards and Recognition

Aquent Designing for Good Grant,
Career Girls Mobile App—2018
Publishing Professionals Network
Book Shows—2010, 2015
Graphic Design USA Inhouse
Design Awards—2005, 2009,
2014, 2015
Association of Educational
Publishers Award (AEP)
Distinguished Achievement
Awards—2012, 2013
Beacon Award—2011
Topps Award Show—1996, 2000
Art Director's Club of Houston
Show—1999
Dallas Society of Visual
Communication Exhibition—1999
Texas Association of Museums,
Gold Award—1998