



ROBERTA MORRIS, page 1

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

A full-service print and digital design professional, 'Berta brings extensive experience to the table to support your team. In addition to flawless creative design strategy and execution, she also offers management expertise. With an emphasis on professionalism, she listens to, and works closely with her clients to provide them with high-impact design solutions that meet (and exceed) their needs and expectations.

Professional Experience

Leave It to 'Berta, San Francisco, CA—*Freelance Design Services*
2009–present

- Analyzes business needs, creates and presents sound design strategies and solutions
- Provides 360-degree high-level, detail-oriented creation and oversight to conceptual design and branding of both print and digital projects, ranging from marketing to branding to product design
- Hires and supports subcontractors, as necessary, including contract designers, illustrators, photographers, printers, copywriters, 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 deliverables
- Has soft skills!

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

- Creates and oversees the organizational brand identity and usage guide, updating as needed, and ensuring adherence
- Conceptualizes and designs all product and marketing materials, both print and digital
- Closely monitors and maintains six-figure budgets and schedules, hires and supervises staff and outside vendors, and negotiates contracts
- Collaborates with cross-departmental teams throughout the entire design process, coordinating processes and workflow 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
- Manages the entire design process from creative brief to final delivery of product
- Leads the conceptualization and design of Collaborative Literacy, the flagship product, including leading a team of six designers and over 20 illustrators for one product component

Skills, Software, and Tools

Art direction: Expert in creative strategy, branding, typography, graphic design, logos, collateral, UI/UX, visual design, web and mobile app design, print, 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 G Suite (Mail, Docs, Calendar, Sheets, Forms, Slides), Dropbox, Slack, Asana, Basecamp, and Dropbox



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

Additional Experience

- During her ten years of experience in advertising and boutique design, 'Berta specialized in point-of-purchase and promotional signage, marketing campaigns, collateral, and packaging for known brands.
- 'Berta partnered with copywriters to conceptualize and execute all aspects of marketing campaigns from concept and pencil sketch to production and final delivery.

Client List

Alameda Health Systems, AssetMark, Baylor Health Systems, Cadbury/7 UP, Career Girls, Chevron, Cal-Fire, College Track, Courtroom Sciences, Inc., Dallas Museum of Art, Galleria, Gap/Old Navy, GroceryWorks.com (now Safeway.com), José Cuervo, Latitude (The Richards Group), Launch Partnership, Lawrence Berkeley Lab, Lawrence Hall of Science, LegalVision, Lob, Marcus & Millchap, 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, Bay Area Women in Publishing, 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

2018 Aquent Designing for Good Grant, Career Girls Mobile App
Publishing Professionals Network Book Shows (two years)
Graphic Design USA Inhouse Design Awards (four years)
Association of Educational Publishers Award (AEP) Distinguished Achievement and Beacon Awards (three years)
Toppers Award Show (two years)
Art Director's Club of Houston Show
Dallas Society of Visual Communication Exhibition
Texas Association of Museums, Gold Award