



ROBERTA MORRIS

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CREATIVE & LEADERSHIP SKILLS

Brand Development | Brand Strategy
Brand Identity | Brand Guidelines
Branding | Product Design & Implementation
Product Strategy | Graphic Design

Creative Strategy | Design Solutions
Visual Design | Marketing Analysis
Data Analysis | Proposal Development
Project Planning & Management

Logos | Typography | Collateral | Signage
Print, Email, Social Media Campaigns
Style Guides | Packaging | Photoshoots

User Centered Experience Design
Presentations | Publishing | Infographics
Content Development | Online Learning

Budgets | Team Building & Development
Collaboration | People & Project Management
Communication Skills | Client Presentation

DIGITAL & SOFTWARE SKILLS

Adobe Creative Cloud | Photoshop
InDesign | Illustrator | AfterEffects | Comps
Acrobat | Sketch | Figma | Canva | InVision
Apple Keynote | Microsoft 360 PowerPoint
G Suite | UI/UX | HTML | CSS | WordPress
MOBI | EPUB | Dropbox | Slack | Asana
Basecamp | Mural | SmartSheets

CREATIVE DIRECTOR

Award-winning Creative Director with 20+ years of experience managing 6-figure budgets, directing 20+ member teams, and contributing to \$40M in sales.

SELECT BRANDS & CLIENTS

Alameda Health Systems, AssetMark, Cadbury/7UP, Career Girls, Chevron, College Track, Dallas Museum of Art, Galleria, Gap/Old Navy, Grupo Modelo, The Integer Group (Omnicom), Irving Arts Center, Jose Cuervo, Kenneth Rainin Foundation, Latitude (Richard's Group), Lawrence Berkeley Lab, Lob, Marcus&Millichap, McCann-Erickson, McDonalds, Mission Minded, Ogilvy&Mather, Pottery Barn, Rolling Rock, Safeway.com, San Francisco Historical Society, 7-Eleven, Inc., Texas Instruments, Thanx, Toni&Guy, and Viacom

PROFESSIONAL EXPERIENCE

Center for the Collaborative Classroom, Alameda, CA (2004–present)

Creative Director (2018–present)

- Own the design vision for Collaborative Literacy, an award-winning flagship product. Lead the ideation, brand, and product design strategy and implementation, contributing to \$40M in sales and reaching over 8M teachers and students nationwide.
- Drive the conceptual development and execution of innovative and strategic brand identity for all marks, campaigns, and products, ensuring that all materials and print and digital products align with the org's goals.
- Translate marketing objectives into clear, branded design through multi-channel marketing efforts such as monthly digital campaigns that result in increased website traffic of 54% over last year, and email open rates on average of 30%.
- Lead launch meetings, write creative briefs, creating scope of work, and present to key stakeholders (C-level). Incorporate feedback and ensure ongoing "buy-in," delivering projects ahead of schedule at least 75%, and on or under budget nearly 100% of the time.
- Direct and mentor teams of up to 6 designers and 20 illustrators, manage 6-figure budgets, and negotiate reduced fees for nonprofit status.

Art Director (2007–2018)

- Spearheaded analysis and upgrade of 9 product lines across 3 brands within 7 years, producing an overall product road map and design strategy.
- Executed 3 new organizational identities within 2- to 3-month timelines, redefining all marks and business collateral.

Senior Designer (2004 – 2006)

- Hired as a brand strategist to redesign all marketing materials within 12 months, resulting in brand cohesion and increased market visibility.
- Sourced and directed 4 new photographers, upgrading the quality of photography and negotiating lower rates by at least 20–30%.
- Collaborated with cross-functional teams to implement new processes, workflows, and timely project completion, resulting in close cooperation and efficiencies.



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AWARDS & RECOGNITION

- Graphic Design USA's 2021 People to Watch
- Graphic Design USA 2020 American Graphic Design Awards
- 2020 Royal Dragonfly Book Award: First Place, Young Adult Nonfiction
- 2020 Purple Dragonfly Book Award: Honorable Mention, Children's Nonfiction
- 2018 Aquent Designing for Good Grant Recipient, Career Girls Mobile App
- Publishing Professionals Network Annual Book Show Award, Collaborative Literacy
- Graphic Design USA In-house Design Awards
- Association of Educational Publishers, Distinguished Achievement, Collaborative Literacy
- Association of Educational Publishers, Beacon Award, AfterSchool KidzScience
- Topps Award Show
- Art Director's Club of Houston Show Gold Award
- Dallas Society of Visual Communication Exhibition
- Texas Association of Museums Gold Award

AFFILIATIONS

- Midsouth Makers
- South Main Association
- Female Founder Collective
- American Institute of Graphic Arts (AIGA)
- Publishing Professionals Network (PNN)
- Bay Area Women in Publishing (BAWiP)
- Freelancers Union
- Taproot Foundation, volunteer designer
- Career Girls, volunteer designer

FREELANCE & PROJECT DESIGN EXPERIENCE

Leave It to 'Berta, San Francisco, CA (2009–present)

Founder & Creative Director

- New business development, including meetings, proposal writing, and scope of work.
- Act as "de facto" design team for 10–15 ongoing small business and nonprofit clients throughout the entire design process.
- Deliver identity development, digital and print marketing campaigns, web design, product launches, and creative and business strategies that lead to improved sales of 20–40%.
- Hire and direct 15–20 subcontractors including: designers, illustrators, photographers, printers, copywriters, videographers, and developers on an as-needed basis, providing "one-stop-shop" service.
- Present to clients from high-level concept to final design and deliverables, providing ownership of the process.

Select Projects:

- **Asset Mark, Graphic Designer:** Implemented continuity in overall look and feel. Drove brainstorming and ideation process for logos, collateral, presentations, conference signage, and infographics.
- **Legal Vision, Presentation Designer:** Executed complex presentation graphics for civil and criminal case exhibits, including infographics used to communicate crucial, complex evidence.

ADVERTISING & AGENCY EXPERIENCE

- 10 years of experience specializing in point of purchase (POP), promotional signage, marketing campaigns, collateral, and packaging. Clients included Gap/Old Navy, Pottery Barn, 7-Eleven, Inc., Galleria, Cadbury/7UP, and Dallas Museum of Art.
- **Launch Partnership, Art Director & Copywriter:** Created logos and campaign collateral for startups, including GroceryWorks.com, now Safeway.com.
- **Nexus/Integer, Designer:** On a monthly basis, fully conceptualized, designed, illustrated, and produced food packaging, POP, signage, and collateral kits for 7-Eleven stores.

EDUCATION

Arkansas State University

BFA, *cum laude*

Major Graphic Design | Minor Journalism

General Assembly

UX Design Bootcamp

UX Design Course

User Research

Presentation Design

CSS, HTML, Javascript