



## ROBERTA MORRIS

### CONTACT

☎ 415.812.2327

✉ [roberta@leaveittoberta.com](mailto:roberta@leaveittoberta.com)

🌐 [leaveittoberta.com](http://leaveittoberta.com)

🌐 [linkedin.com/in/leaveittoberta](https://www.linkedin.com/in/leaveittoberta)

### 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 | Project Planning  
Project 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

### CREATIVE DIRECTOR

Award-winning Creative and Art Director with 25+ years of experience managing 6-figure budgets, directing 20+ member teams, and contributing to \$25M in sales. **Whatever the brand, "Leave It to 'Berta!"**

### 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, Latitude (Richard's Group), Launch Partnership, Lawrence Berkeley Lab, Lob, Marcus&Millichap, McCann-Erickson, McDonalds, Nokia, Ogilvy&Mather, Pottery Barn, Rolling Rock, Safeway.com, San Francisco Historical Society, Southland/7-11, Texas Instruments, Thanx, Toni&Guy, Viacom

### PROFESSIONAL EXPERIENCE

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

##### *Art Director (2007–present)*

- Promoted to Art Director within 3 years. Spearheaded analysis and upgrade of 9 product lines across 3 brand identities within 7 years, producing an overall product roadmap and design strategy.
- Executed 3 new organizational identities within 2- to 3-month timelines, redefining all marks and business collateral.
- Drive creative direction and brand strategy for all marks, campaigns, and products as they evolve. As the brand steward, apply standards and oversee compliance through guidelines, updated biannually.
- Own the design vision for 3 modular products comprising Collaborative Literacy, an award-winning flagship product. Lead the ideation, brand, and product design strategy and implementation, contributing to \$25M in sales and reaching over 7M teachers and students nationwide.
- Direct teams of up to 6 designers and 20 illustrators, manage 6-figure budgets, and negotiate reduced fees for nonprofit status.
- Conduct launch meetings, write creative briefs, make presentations 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.
- Work with Marketing Communications on monthly digital campaigns that result in increased website traffic of 54% over last year, and email open rates on average of 30%.
- Align the creative department as a business partner and key asset.

##### *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 product and classroom shots, 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

- American Institute of Graphic Arts (AIGA), volunteer mentor
- Publishing Professionals Network (PNN)
- Bay Area Women in Publishing (BAWiP), Mentorship Task Force Education Committee
- Freelancers Union
- Girls in Tech
- Taproot Foundation, volunteer designer
- Career Girls, volunteer designer

### FREELANCE & PROJECT DESIGN EXPERIENCE

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

**Founder & Creative Director**

- Act as "de facto" design team, partner with and manage 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