BRIAN GREEN BERG



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ARNIIT

Art Director / Designer with 10+ years experience, including digital, mobile, video production / editing, motion graphics, illustration, retouching / compositing, prepress, social media, color correction, presentation design, typography, print, and marketing. Additionally adept in key art, project management, and budgeting, with knowledge of CSS and HTML.



EDUCATION

EXPERIENCE

DIGITAL DESIGNER Every Man Jack, CA / 11/2020 - Present

Supporting the marketing, organic, and paid advertising teams; design and concept to produce innovative digital ads, landing pages, e-mail, social media, and other digital content; storyboard and execute creative on-brand, high-quality campaigns across media platforms from established scripts; animate, video edit, and retouch when needed; manage freelancers and outside design agencies ensuring their work is visually consistent with the brand voice; keep a pulse on current trends and competitors shaping the digital advertising landscape; help promote and advise growth marketing teams through a culture of collaboration and knowledge sharing; ensure graphic solutions are optimized for integration, performance, and usability; communicate conceptual ideas and design rational while embracing and incorporating feedback.

CONTENT DESIGNER Cameo, CA / Contract / 11/2019 - 04/2020

In collaboration with the marketing, growth, and talent teams; created concepts for paid ads, banners, email blasts, headers, GIFs, icons, and other assets essential to assigned campaigns; edited and applied animated and static graphics to videos for social media and direct to consumer advertising; including front end development, produced websites via the Webflow interface; designed and pre-flighted printed materials; tracked project constraints ensuring final delivery of all visual materials at every stage of pre and post-production were within stated deadlines.

DESIGN CONSULTANT RPM, NY / Contract / 03/2019 - 11/2019

Acting as the final step related to materials for Broadway and off-Broadway productions; concepted and designed large format way finding graphics, signage, step and repeat backdrops, front-of-house marquees, light boxes, GIFs, web-banners, Playbill programs, taxi toppers, column wraps, advertisements, and one sheets; retouched and designed images for newsprint, making sure final Dmax numbers were within requirements for specific periodicals; deciphered supplied vendor blueprints and elevations relating to dimensions, output scale, color spaces, image resolution, and any required spot colors; retouched and/or composited graphics; project managed and budgeted under strict constraints provided by studio managers and printers, regarding any issues with sent or supplied materials.

SR. PHOTO RETOUCHER M&H Polystudios, CA / 01/2018 - 03/2019

As the only U.S. employee; oversaw Sid Lee and M&H Toronto requests; defined, supervised, and interpreted the scope and all deliverables per project, including time tracking, budgeting, scheduling, project risks, maintaining brand guidelines, and providing solutions in sync with the clients requirements; executed high-volume, fast-paced retouching utilizing RAW / compressed image processing, clipping paths, skin / product cleanup, color correction, background extensions, masking, lighting, image manipulation, etc, while maintaining precise server hierarchy for all relevant files; working with the Epson SureColor P9000, performed pre-press checks ensuring files were released in line with the provided printer specs; verified all in-house proofs met the color gamut, resolution, ink density, and overall quality agreed upon by the client; supervised on-site press checks in order to determine if the global tone of images and text approved were in line with output specifications.

ART DIRECTOR Media Storm, NY / 09/2014 - 12/2018

Supported new business, marketing, and account services teams; managed the workflow of, interpreted, and translated all raw content into proposals that simplified and / or enhanced the relatability of concepts while retaining a high understandability of its salient points during new business presentations; not limited to graphics, video production, printed materials, budgeting, web design, photo shoot direction, and field research; supervising communication between pitch teams; managing multiple presentations simultaneously within the work environment during short time-frames for all new business needs.

MEDIA CONSULTANT NFL Films, NJ / Contract / 02/2014 - 12/2014

Supervised the ingestion of NFL games and other network programs using FORK media production systems; monitored both clean and dirty feeds; made sure all broadcasts operated without incident for later consumption by producers; if necessary, re-digitizing corrupt feeds; imported, rendered, and verified final delivery of color corrected files to the Media Admin Department; maintained a strict workflow via multiple check points in a post production environment; ensured clips were properly rendered and error free, and all digital cards at field level pertaining to each NFL camera corresponded to their assigned numbers; that all renders were assigned to the appropriate bins, matching naming conventions, and were documented and sent out for final archiving and distribution to producers.