

Michael Bertoni

Senior UI/UX Designer

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Portfolio Reel: [Video](#)

PASSION

The combination of visual art and technology intrigues me. My design methods for aligning with technology, along with passionate teamwork is evident within my work. Within the confines of an established design language or creating one from scratch, I love the challenge to bring a fresh perspective with an emotional response from an audience.

SKILLS

Focusing on UI/UX design and branding, my methods start from the pencil sketch and whiteboard — group collaboration through out the entire design process — wireframes for concept design and pixel perfect mock-ups for final design. Interactive prototypes for user testing that can provide fearless feedback.

As an individual contributor, I believe in dynamic team meetings for brainstorming with visual presentations. Presenting creative ideas to the entire team and stakeholders along the way, enabling a design evolution that is dynamic up until the deadline date. After hand-off, I am involved with front-end developers in order to stay consistent with approved UI/UX Design solutions and to remain flexible with technology advancements.

Staying relevant with contemporary graphic design software tools. Research in UI/UX design trends, web development and computer science technology. Mentoring junior designers so I am able to give back with my experience, due to the amazing guidance that I have received throughout my career.

PROFESSIONAL EXPERIENCE

Apple | *AppleCare Software Tools* { Senior UI/UX Designer } 2013 to Present

As the creative lead within an engineering software development group, I advocate a design process for exploring innovative user experience behaviors and interaction. Creating wireframes, visual design and interactive prototypes. Implementing user-centered design principles. Advocating collaboration with cross functional teams encompassing Software Engineering, IS&T, Human Interface Design and Marketing.

- Innovative thinking, design and development of a new cloud based diagnostic software tool for AppleCare — involving group collaboration with cross functional teams while aligning with business objectives.
- Establishing a design language that is accurate throughout our diagnostics for cohesive design patterns and workflow within AppleCare Diagnostics.
- User experience design solutions for Genius technicians in Apple Retail, AASP and Repair Centers worldwide.
- Customer facing design solutions that translate issues involving all Apple devices with next steps and information graphics from diagnostic result data.
- Collaborating with engineers and developers to create iOS, macOS Apps — web and native App tools for diagnostic workflows that align to cloud based systems and down stream standard operating procedures.

Bertoni Design | *Self-Employed Design Agency* { Creative Director, Graphic Artist, Web Designer } 2009 to 2013

Graphic Designer, Visual Designer and Web Designer consulting with a variety of small businesses, agencies and corporate teams—I have a proven ability to provide solutions for visual design, print design, video & brand evolution.

- As an experienced art director and designer, I can set research and strategize for the good of the client to deliver superior creative design solutions — aligned with the clients' goals and objectives

- Ability to conceptualize and execute creative ideas for presentation to stakeholders — generating retail marketing initiatives: product packaging design, trade show display and signage
- A proven ability to quickly produce innovative ideas to meet client requests with collaborative teamwork and customer service skills — seeing beyond their market by providing higher-level graphic design strategy
- Corporate web team experience on contract basis at Plantronics for the 2011 Global Website Launch and supporting the team with visual design solutions, content integration, HTML and CSS
- Clients range from local start-up businesses to corporations: Cross Fit, Nike, Specialized Bicycles, Giro Sports, Plantronics Inc., Wildfire Interactive, FastPencil.com, Modern Times Film Co., Covewater SUP, Jafa Shoes and Blue Moto Co.

Plantronics Inc. | *Telecommunications Headset Manufacturer* { Design Manager, Designer } 2006 to 2009

Design Manager and Senior Designer for the in-house brand design team, I lead a team of designers to initiate brand design, interactive media and packaging design solutions for Enterprise, Mobile Bluetooth® and Gaming markets. To expand brand awareness into new markets with compelling designs aimed at mobile professionals and the video gaming industry.

- Created a design language in tandem with innovative product design to a new generation of mobile consumers in the Discovery and Voyager Bluetooth® Headset retail and channel markets
- Partnered with the GameCom® product-marketing group by translating business objectives into design solutions, giving rise to consumer awareness throughout new markets within the gaming industry
- Advocated brand design evolution by articulating concept logic and design language to stakeholders with new creative ways of brand story telling with product packaging and marketing collateral
- Directed a design team in Mexico with modern technology to establish a virtual design team with diverse cultural influences

- Facilitated teamwork within a multi-disciplined creative group, by promoting growth with new technology and critical thinking for future marketing initiatives
- Collaborated with the e-Business team to evangelize the brand through online marketing, resulting in a wider audience of consumers that were reached globally within the telecommunications market

Fox Racing | *Action Sports Apparel Design and Development* { Senior Graphic Designer, Apparel Designer } 2003 to 2006

Senior Designer for the Men's casual wear design team supporting the growth of the brand in new markets. As a key player towards its success, I worked closely with apparel designers and developers. This resulted in cutting edge design solutions with innovative printing and appliqué manufacturing techniques.

- Conceptualized and executed fresh brand design solutions for the Fox Deluxe product line, opening the door for a packaging and trims design language to speak to a higher price point consumer
- Created apparel graphics & illustration for tees, accessories and cut-n-sew products, contributing to the expansion of market share in action sports retailers: PacSun, Zumiez, Tilly's and Macy's
- International and national research trips for materials, printing techniques and youth culture design trends relating to key markets and provided proof of concept presentations to stakeholders
- Collaborated with Fox Bike, Fox Moto and Fox Girls creative teams to advocate brand consistency throughout print, web and product design initiatives, creating a cohesive work flow for design assets

Envision Media | *Web Design Agency* { Web & Print Designer } 1998 to 2003

A contractor within a small design agency in Santa Cruz with exposure to web design and print design. Acting as an associate art director, providing design strategy and concept design solutions.

Bertoni Design & Illustration | *Independent Contractor* { Art Director, Designer } 1996 to 1998

Providing graphic design solutions for small to medium size companies, ranging from Action Sports to Tech companies. Creating branding, packaging, illustration and advertising design.

O'Neill Wetsuits | *Water Sports Accessories Design and Development* { Graphic Designer } 1993 to 1996

A career lifetime opportunity to be the original artist to draw “The Wave” logo in 1995, I was a member of a three designer team that produced this international icon—later to be sold to a former licensee for \$459-million dollars—all apparel and brand rights—except for wetsuits, where O’Neill contains their roots.

EDUCATION

Digital Media Department, Cabrillo College

Career Achievement Certificates: Web Design & Development, Motion Media

School of Art & Design, San Jose State University

Bachelors of Science: Graphic Design & Illustration

AWARDS

2011 Santa Cruz Film Festival Finalist

2010 Talenthouse.com, Creative Collaboration Contest Finalist

2007 Plantronics Spot Award, Strategic Marketing & Design

1998 CSU Summer Arts Program, Scholarship

1995 Brand Identity Association, Award of Excellence

1993 Cable Television Public Affairs Assoc., Beacon Award

LINKS

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PERSONAL INTERESTS

<i>Creating</i>	Illustration, Fine Art, Photography, Video, Music
<i>Researching</i>	Collectibles, Furniture, Transportation, Fashion Trends
<i>Traveling</i>	Culture, Architecture, Design, Food
<i>Playing</i>	Action Sports, Cycling, European Soccer
<i>Exploring</i>	Outdoors, Camping, Sailing