



KATELYN BERG

ART DIRECTOR + CREATIVE

KATELYNBERG.COM 512.484.5260 KATELYNJBORG@GMAIL.COM

HELLO THERE,

Hello, my name is Katelyn Berg and I'm an art director with over a decade of experience in the creative industry. I've had the privilege to work at some of the best agencies across the country making work for global brands across all creative mediums. I can comp, shoot, design, make, create or Tiktok just about anything.

Currently available for freelance serving up a la carte creative ideas and freshly baked designs.

MY SPECIALTIES



ART DIRECTION

MAKING THINGS LOOK ALL PERDY



CREATIVE DIRECTION

BIG IDEAS FOR ALL THE THINGS



GRAPHIC DESIGN

COMPING ALL THE THINGS

EXPERIENCE

FREELANCE

2021 - Present | Remote & In-Person Production Associate Creative Director//Creative Director Johannes Leonardo, Digitas, Leo Burnett, Momentum McCann, GSD&M, Translation LLC, LinkedIn Creative Studio, Dentsu

MCGARRYBOWEN

2017 - 2021 | Chicago Associate Creative Director

Oscar Mayer, Hallmark, Disney, Marriott, Clorox

RAZORFISH

2016 -2017 | Chicago Senior Art Director

Folgers, Dunkin Doughnuts, Jif, Pillsbury, Cafe Bustelo, Uncrustables

DDB

2012 - 2016 | San Francisco Art Director + Designer

Clorox, Wells Fargo, ConAgra Foods, and Qualcomm

GSD&M

2011 | Austin Art Director Intern

Southwest Airlines, John Deere, Walgreens, and Zales

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

2009 - 2012 | Savannah

B.F.A Advertising Design, Minor Film & TV Television

CREATIVE SKILLS

- WHAT I CAN DO FOR YOU: Art Direction, Concept Development, Creative Direction, New Biz Pitches, All The Social, Film Production, Design & Branding Strategy, Brand Activations, Print (Its NOT Dead Yet)

- DESIGN SKILLS: Adobe Suite, UI Design, Typography, Social Assets, Production Video Graphics, Presentation Design, Branding Design, Print/Poster Design, Cat GIF Specialist

AWARDS & RECOGNITION

One Show Shortlist FILM - LONGFORM | HALLMARK 2019

Silver Addy DIGITAL CAMPAIGN | CLOROX 2014

Communication Arts ADVERTISING ANNUAL | HALLMARK 2019

Webby Finalist CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN | AT&T 2022

SOFTWARE SKILLS

- Ps Photoshop (100% proficiency)
Ai Illustrator (80% proficiency)
Id Indesign (80% proficiency)
Ae After Effects (60% proficiency)
Lr Lightroom (80% proficiency)
</> HTML/CSS (60% proficiency)
Figma (80% proficiency)