

Don't touch that dial...

Leave It to 'Berta



Hello!

Roberta Morris

Whatever the task...Leave It to 'Berta!

Throughout her career, 'Berta (aka Roberta Morris) has worked with a wide variety of companies and clients. She consistently provides them top-quality digital and print design ranging in a variety of styles to fit their needs! Her experience as a designer, manager and instructor continues to enrich her own understanding of design and communication.

EXPERIENCE AND EXPERTISE

1998–present

Leave It to 'Berta—*Freelance Digital and Print Design Services*

- Conceptualize and design mobile app and web projects (UI/UX, research, usability testing, wireframes and prototypes), brand identity, sales and marketing collateral, product interiors, packaging and media
- Support onsite staff, or can oversee all design staff hired on a per project basis including contract designers, illustrators, and photographers
- Monitor and maintain budgets and workflows
- Negotiate contracts with outside vendors
- Act as design liaison across organizations, working closely with executive, development, editorial, sales, marketing, and technology teams and team leaders
- Regularly present to clients throughout the design cycle from high-level concepts to final design, getting ongoing “buy in” on goals and direction
- Conceptualize, design, market, and sell apparel and gift trade products

2004–2016

Center for the Collaborative Classroom—*Art Director (formerly Developmental Studies Center)*

- Conceptualized and designed all product and marketing materials
- Monitored and maintained budgets and schedules, hired and supervised staff and outside vendors, and negotiated contracts
- Partnered with cross-departmental teams on projects ranging from product design to marketing collateral to technology solutions
- Wrote creative briefs based on launch meetings with key stakeholders, and followed up with presentations of concepts to the group

2004–2005

Art Institute of California—*Instructor*

- Taught students the fundamentals of typography and digital illustration
- Created syllabi, assignments, and test materials; gave lectures and facilitated discussions
- Imparted real-world knowledge of the design business

1997–1998

Integer Dallas—*Art Director*

- Specialized in POP signage and packaging materials for known brands
- Worked on web projects including websites and web promotions

1995–1997

Nexus: A Design Group—*Designer*

- Conceptualized and designed POP signage, collateral, and packaging materials



SKILLS, SOFTWARE, AND TOOLS

Art direction: digital, print, publishing, branding, POP, collateral, typography, packaging, presentations, photoshoots, illustration, copywriting, photo retouching and press checks

Digital design: mobile app, web design, UI/UX, research, usability testing, wireframes, prototypes, media development (including tutorials and courses), EPUB/MOBI, HTML, CSS, JavaScript (Alexa Skills), WordPress, Drupal, Wix and SquareSpace

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat, Bridge, Dreamweaver, and Flash), Calibre, Sketch App, PopApp, Apple Keynote, InVision, Microsoft (Word, PowerPoint, Excel, and Outlook), Google (Mail, Docs, Calendar, Sheets, and Forms), Dropbox, Slack, Basecamp and Filemaker

CLIENT LIST

Argus Communications, LTD., Baylor Health Systems, Blockbuster, Boy Scouts of America, Cadbury/7 UP, CRE Cloud Solutions, Dallas Museum of Art, Dr Pepper, Galleria, Gap/Old Navy, GroceryWorks.com, GTE, Hawaiian Punch, José Cuervo, Lexmark, McDonald’s, Médecins Sans Frontières, Nokia, PetSmart, Pillowtex, Pottery Barn, Rent-a-Center, Southland, Sally Beauty Supply, Texas Instruments, Toni&Guy, and Town of Addison

EDUCATION

Academy X

HTML, CSS and responsive design training

General Assembly

UX Design Bootcamp

UX Design Course

Amazon Alexa Hackathon

Published skills include: Arty Smartie,

Trump the Chump, Weird Science

Arkansas State University

Bachelor of Fine Arts, *cum laude*

Major in Graphic Design, Minor in Journalism

AWARDS AND RECOGNITION

Publishing Professionals Network Book Show—(formerly *Bookbuilders West*)—2010, 2015

Graphic Design USA Inhouse Design Awards—2005, 2009, 2014, and 2015

Association of Educational Publishers Award

Distinguished Achievement Awards—2012, 2013; Beacon Award—2011

Topps Awards Show—1996, 2000

Art Director’s Club of Houston Show—1999

Dallas Society of Visual Communication Show—1999

Texas Association of Museums Gold Award—1998

AFFILIATIONS

American Institute of Graphic Arts (AIGA)

Publishing Professionals Network (PPN)

Freelancers Union

Creative Cafe

