

I'm an experienced creative with a background in graphic design, creative direction, engineering for digital products, and creative leadership. My biggest strengths are fostering collaboration, helping people work together, establishing work processes and systems, and managing creative projects.

WORK EXPERIENCE

This Makes Me Happy (independent practice)

Principal/Creative Director | 05/05 – current (full-time 2013 – 2017)

- Design, art direction, and creative direction for agencies and direct clients.
- Collaborate with clients, copywriters, account and project managers, etc.
- As a full-time business, grew annual revenue by 50% in 2013 – 2017.
- All business obtained through word-of-mouth recommendations.

Amazon

Software Development Engineer | 09/22 – current

- Full-cycle development of back-end digital products.
- Collaborate with engineers, data scientists, product, ux/ui.
- Facilitate external product reviews to translate user needs to product features and securing a timely product launch.
- Volunteer design services for Glamazon (LGBT+ affinity group).
- Increase team collaboration by co-facilitating ideation session and facilitating the team's on-boarding cohort.

Drexel University, Institutional Advancement

Creative Director | 11/17 – 08/22

- Build and manage the design and video team.
- Increase team's productivity by +25%, with improved team satisfaction.
- Achieve more integrated creative by facilitating multi-disciplinary collaboration and introducing creative ideation tools.
- Collaborate with marketing services director to streamline processes for project intake and project management, and to improve partner relations.
- Participated in Talent Management committee, producing a talent development program, and co-leading the DEIB education committee.

Nickelodeon Brand and Events

Graphic Designer | 11/10 – 05/13

- Branding, design, and marketing communications for customer-focused initiatives (e.g. Kids' Choice Awards) and corporate initiatives (internal, sales, licensing, etc).
- Collaborate with presentation specialists to design and execute high-end presentations such as Upfront, Licensing Show, and Sales Kit.

Masters Group Design

Designer and Studio Manager | 07/07 – 06/08

CREATIVE LEADERSHIP

Mentor, guest speaker, and adjunct teaching experience

Cabrini University

Design Advisory Board | 04/22 – 07/23

AIGA Philadelphia Board of Directors

Strategic Partnership Director, Vice President, President | 07/17 – 06/21

Sponsorship Chair, Ethic Co-Chair | 07/07 – 06/11

DesignPhiladelphia

Steering Committee | 03/19 – 06/20

Freelancer's Union

Spark Co-Leader | 03/19 – 06/20

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- Asana
- Learns new software and tools with ease
- HTML, CSS, TypeScript, JavaScript, React, Java, Python

CORE COMPETENCIES

- Art direction and creative direction
- Project management
- Creative brainstorming and design thinking
- Cross-disciplinary collaboration
- Establishing work systems
- Team management
- Mentorship
- Native Spanish and native English

PROFESSIONAL DEVELOPMENT

Google

UX Design Professional Certificate | *In progress*

Amazon

WebDevCon NYC, Front End Conference | 10/23

Arts and Business Council for Greater Philadelphia

Designing Leadership | 09/18 – 10/18

IBM

Design Thinking Practitioner and Creator | 07/17

Cooper Union

Certificate in Typeface Design | 10/12 – 07/13

EDUCATION

Drexel University

Master of Sciences in Computer Sciences

Temple University, Tyler School of Art

Master of Fine Arts in Graphic and Interactive Design

Philadelphia University (Jefferson);

Bachelor of Sciences in Graphic Design Communication, minor in Digital Design

DESIGN VOLUNTEERING

Amazon

Glamazon Design Committee | 01/23 – current

DesignPhiladelphia

Guest Designer | 10/20

Festival Designer | 01 – 10/17

AIGA Philadelphia Mentorship Program

Mentor | 01 – 06/14; 01 – 06/16; 01 – 06/19

PUBLIC ENGAGEMENTS

Jefferson University

Judge, Love & Lust Poster Gala | 03/19

PromptWorks

Speaker, UX Nights, Typography | 01/19

Design Makes Me Happy, and Center for Architecture and Design

Host and panel moderator, | 10/17

Digital Solutions Cooperative HP (Hewlett Packard)

Panelist, Dscope | 03/17

#techInColor

Speaker, Success Hacks, Paving Your Own Way in Tech | 05/16

Fly Girls

Panelist and reviewer, Fly Girls' Pop & Fly Portfolio Review | 07/12

PRESS AND PUBLICATIONS

Chronicle Books, and Andrea Pippins

We Inspire Me: Cultivate Your Creative Crew to Work, Play, and Make | 10/18

This Makes Me Happy

Host, This Makes Me Happy Podcast | 03/16 – 12/17

Hi-Res Podcast

Guest | 11/16

Typism Conference (Australia)

Typism Pocket Book | 09/13

Type Directors Club

Typography 32 | 01/12

EXHIBITIONS, HONORS AND AWARDS

AIGA Philadelphia

Philadelphia Design Awards, awards and exhibits | 06/19; 06/13; 06/11

Center for Architecture and Design

Design is Inclusive exhibition | 10/18

AIGA Philadelphia

35x35 Poster Show: Celebrating 35 Years of AIGA Philadelphia | 09 – 11/16

AIGA Philadelphia

Hot for Teacher exhibition | 09/15

Ampersand Conference (England)

Student Typeface Exhibition | 06/13

AICA (International Association of Art Critics), Venezuelan Chapter

Best Catalog of the Year award | 04/12

The Canary Project

Green Patriot Posters Salon exhibition | 01/12

WHAT OTHERS ARE SAYING

“You have the shepherd leader style that has an instant impact on your team.”

Gigi Sifen (former programming director for AIGA Philadelphia)

“Bernardo has a keen mind and is a strategic thinker well beyond his splendid design work. (...) He’s a great partner, and his insight into optimizing collaborative work was a real asset to our department.”

Jake Daniel (digital marketing director at Drexel Institutional Advancement)

“Having Bernardo as both a mentor and a manager challenged, excited, and expanded my perspective as a designer. His (...) willingness to learn has always been an inspiration. His approach (...) facilitates creativity and encourages a collaborative environment for all. I’ll always love working with Bernardo!”

Hannah Cook (former student, and former assistant director of design at Drexel Institutional Advancement)

“[H]e consistently impressed me with his user-centered approach to design. (...) He balances speed with high-quality work and possesses expertise in visual design, creative direction, and engineering—making him a versatile designer. Additionally, his curiosity, openness to feedback, and commitment to learning new skills set him apart as a formidable designer.”

Colleague, Glamazon Design Committee Amazon)

“He is excellent at encouraging and motivating team members, as well as creating a positive and uplifting environment that supports individual and collective growth. Bernardo has a special ability for making everyone know their opinions and ideas are well valued, and he encourages everyone to fully participate in order to bring out the best skills on his team.”

Maria Luszcz (former marketing services director at Drexel Institutional Advancement)