

Bradford Berling

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Experienced art director specializing in film and broadcast projects.

SUMMARY OF QUALIFICATIONS

- Excel at inspiring, art directing creative team towards a common vision.
- Actively manage daily allocation of creative staff to accommodate workflow.
- Consistently develop unique and innovative creative presentations.
- Supervision of production from start to finish on projects of any scale.
- Capacity to successfully manage multiple teams, assignments.

Border Stylo, Los Angeles, CA www.borderstylo.com 2009 - Present
Consultant

- Created corporate logo, website, and branding guidelines for startup technology company.
- Vetted agencies and made hire recommendations for UI, logo, and visual design of first product.

Self-Employed, Los Angeles, CA www.bradberling.com 2008 - Present
Freelance Art Director

- Contract art director with an emphasis on feature film trailers, video game marketing, and branding.
- Collaborate with award winning agencies like The Ant Farm, Imaginary Forces, and Troika Design Group.
- Recent projects: The Last Airbender, Guitar Hero 5, Call of Duty Modern Warfare, rebrand of The CW.

Picture Mill, Los Angeles, CA www.picturemill.com 2001 - 2008
Senior Art Director

- Designed highly creative title sequences and marketing graphics for a wide genre of feature films. Key projects include: Step Brothers, College Road Trip, Mamma Mia, Miami Vice, Wanted.
- Worked closely with directors and production studios including Fox, Sony, Disney, and NBC Universal.
- Created opens for popular television show's such as The O.C., Big Bang Theory, Smallville.
- Show package design for channels such as Cinemax, HBO, Fox Sports, MTV, and Discovery.
- Developed commercial graphics for brands such as: Ford, Degree, L'oreal, Nascar, and Marine Corps.
- Designed and produced animated logos for studios like Legendary Pictures, Touchstone Pictures.

PROFESSIONAL TRAINING

Graphic Design Fundamentals

- Typography
- Composition and color
- Logo/Logotype design

In-Depth Design Skills

- Storyboards, styleframes, comps
- Concept development and ideation
- Management of design teams
- Photography
- Written treatments, script development
- Pre-visualization animatics
- Illustration and hand-drawn storyboard direction
- Style Guides and Promo Toolkits

Proficient in Adobe Creative Suite

- Photoshop
- Illustrator
- After Effects

Production Experience

- 3D Animation: Maya, Cinema 4D
- 2D Animation and Compositing: After Effects
Inferno, Henry, Shake, Nitrous
- Editing: Final Cut Pro, AVID
- HD and Film shoots: Green screen, Tabletop,
Motion control, VFX, high-speed, live action
- Stop-motion and Cell animation
- Online finishing and color correction: DI, Telecine

EDUCATION

Minneapolis College of Art & Design, Minneapolis, MN
Bachelor of Fine Arts in Graphic Design, GPA 3.75