



Art & Design by bj Pergola
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Experience

Senior Graphic Designer

Charisma Brands

Adora, Paradise Galleries, Marie Osmond Dolls

2004 - 2020

adora.com - paradisegalleries.com - charismabrands.com
& marieosmond.com

Develop, grow and design for multiple in-house brands. Translate the Charisma Brands organization vision and apply to all visual communications. Maintaining brand integrity, providing artistic leadership, and project management.

Proficient in Adobe Creative Suite with emphasis in Photoshop, Illustrator, InDesign, iMovie, Adobe Rush, Adobe Spark. Experienced in Lightroom, Amazon Vendor Central Visual Content Development. Microsoft Office Suite. Powerpoint, Wrike, Skype, Zoom, Slack.

Lead the initiative for better communication and the streamlining of project management for staff and remote teams by implementing Wrike software. Successfully negotiated affordable multi-year contract.

Concept development and design for multiple brand websites, marketing promotions, Amazon vendor content, email campaigns, social media and special events.

Creation of mechanical art for all print collateral including all product packaging design, catalogs, national advertising, trade show booths.

Art direction, concepting, prop creation, set up and management of all product and lifestyle photo shoots, up to 10 or more per year. Maintain brand look, themes and collaborate with photographers, staff and models including children ages 3 and up.

Manage, direct and communicate daily with international staff.

Supervise designers, vendors and suppliers locally and internationally.
- Exercise cost effective procedures and maintain production budgets
- Conduct research, data compilation and analysis
- Project bids, quotes and shipping

Maintain graphics and image libraries.

Work effectively both independently and collaboratively in a multi-project and small team environment.

Additional Contributions:

Company costumed mascot for charity and philanthropic events.
Sound Engineer Mix/Set Up for live events. IT Support for Mac users.
Captain - Fun Committee for Employee Morale & Special Events.

Designer

SquareOne Design

2002 - 2004

Graphics Designer for professional racing design agency primarily for the Andretti - Green Indy Car Racing Brand.

Concept development and design of advertising, printed collateral and marketing materials to convey team image and identity. Create original art for Indy Racing League teams and various race and professional industry clients. Pre-visualization composites and layouts for national brand sponsors, including event graphics and custom brand logo decals.

Art Director

Harcourt Brace

2000 - 2002

Art director for "World Regions" Textbook Group. Art Direction & Design 1000+ page geography, culture, government and history book for grades 5 - 11. Awarded Best Design New York Book Show. Completed in 9 months, maintaining project all within budget from outline conception to final proof.

Provided preliminary layouts and sketches, photo and content research. Facilitated local and remote brainstorm and design sessions. Directed outside design studios in the creation of original illustration and tech art. Conducted lifestyle and product photo shoots. Directed compositors in the creation of page proof for press.

Work

Digital Marketing & Social Media
Web Design
Project Management
Branding Development
Product Packaging
Print Collateral
Amazon Vendor Content
Trade Show Booths

Art Direction
Product Photography
Lifestyle Photography
Set Design & Prop Creation
Photo Editing
Photo Research
Video & Sound Editing
Drawing/Illustration

I'm an integrated, collaborative, & problem solving designer

For me, design is going beyond knowing digital & web marketing, print, packaging or knowing the latest software it has more to do with problem solving. Providing creative solutions on all levels.

It's about interpreting concepts, building brands, understanding the heart of the project, and the collaboration with the client and colleagues.

It all begins with listening, visualizing and collaboration. From there, anything can be successfully created.

Education

Ringling College of Art and Design

Bachelor's Degree, Sculpture-Design

1995 - 2000

Honors, Activities and Societies:

Best of Ringling Juried Show - President's Award 2000, 1999, 1998, 1997, 1996, Selby Gallery, Sarasota, FL.
The Expedition - Chosen as one of six students for "Prototype" an independent study between disparate disciplines designed to increase the interaction of fine artists and graphic designers and explore the relationships that occur in collaboration.
3-Dimensional Design Studio Manager and Mentor, Special Assistant to Financial Aid Director, Student Government,

Sound Reinforcement Engineer - Mix/Set Up & Stage Manager For Live Campus Events Student Life Special Events

Awards

Best Design for "Harcourt Horizons - World Regions" textbook
17th Annual New York Book Show
IAC award for best education on-line campaign
ADDY "Selling out the Moon" DVD Promotional Campaign

Other Interests

Photography, Freelance design volunteer, Volunteer: Sandy Feet Initiative, Body Boarding, Party planning, Amateur Confection Maker, I Love my dog (and probably yours and the person's next to you too)