



# Charlie bernatowicz creative visual design

## summary

Inspired and diversely qualified visual designer with a deep understanding of the important relationship between consumer appeal and brand aesthetics.

## skills

Graphic	Adobe Photoshop   Adobe Illustrator   Adobe InDesign   Quark
Modeling	Blender 3D   Autodesk 3ds Max
Web	Adobe Dreamweaver
Animation	Adobe Flash
Office	Microsoft Powerpoint

## education

The Illinois Institute of Art: Chicago, IL | Game Design | 2004-2005  
University of California, Santa Cruz | Bachelor of Fine Arts | June 2004  
Regent Scholar & Honors Graduate | G.P.A. 3.8/4.0 | June 2004

## experience

### Maxx Marketing | 2007-Present | Senior Visual Designer

- Directed client presentations from the ground up through conceptualizing, sketching, and rendering visuals (both in 2D and 3D) of product offerings for various promotions in global markets.
- Confirmed multi-year contracts with major global clients (Shell, Danone, Proctor & Gamble) through innovative product ideation and visual execution, doubling our agency's business.
- Provided art direction for global creative teams on key client presentations.
- Rebranded the visual identity of the agency through the development of a style guide, company presentation, and online product catalog.
- Presented newly designed product offerings at major client pitches.

### Sam's Wines & Spirits | 2005-2007 | Graphic Designer

- Provided graphic solutions for entire store chain including POP display, SKU signage, catalog layout, billboards, print ads, poster art, brochures and flyers.
- Hand-illustrated a promotional calendar selected as one of the top three national print designs of the year- *Sappi Print Design Awards*.

### Shen's Gallery Imports | 2003-2004 | Graphic Designer/Photographer

- Conceptualized and executed all marketing materials, shot hundreds of artifacts for online gallery and arranged/shot interior scenes submitted to *Architectural Digest Magazine*.

### Good Times News & Ent. Weekly | 2003-2004 | Graphic Designer/Illustrator

- Illustrated weekly column and editorials, designed client ads, provided editorial layouts, and photographed weekly dining features.

## contact

773.450.5059 | [chaz65@gmail.com](mailto:chaz65@gmail.com) | [www.tonicvisiondesign.com](http://www.tonicvisiondesign.com)