

Marcelo Mario Berta

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605 John Marshall Dr. NW Vienna, VA. 22180

Profile of Qualifications

- ▶ More than 13 years of graphic, web & layout design, wireframe and prototype design, front-end development, multimedia, customer service, communication, print, project management, staff leadership, media development and sales experience.
- ▶ Proficient in Adobe Creative Cloud including Photoshop, Illustrator & InDesign, HTML5, CSS3, SASS, JQuery, JSON, JavaScript, AJAX, Foundation and Bootstrap frameworks, Axure RP, Mag+, Some Backbone, Angular experience.
- ▶ Driven professional equally effective in independent and collaborative team work environments.
- ▶ Well-organized multi-tasker with strong detail orientation.
- ▶ Self-driven, effective team player with strengths in communication and developing interpersonal relationships.
- ▶ Possess excellent planning, organization, time management and decision-making skills.
Strategically coordinate and collaborate with various professionals to maximize performance in facilitating goals and attaining operational excellence.
- ▶ Fluent in both English and Spanish.

Career Track

Senior Consultant, Booz Allen Hamilton, McLean, VA

2013-2014

- Worked within the SIG (Strategic Innovation Group) working on web applications for the DOT, SSA, VA as well as internal projects for our team.
- Responsible for constructing user interfaces(UI) after a thorough process of information architecture (IA), user experience (UX).
- Built user-interfaces using HTML5, CSS3, jQuery, JavaScript frameworks (Backbone & Angular).
- Presented several times to main stakeholders the results of preliminary and design stage layouts and would participate in regular SCRUM meetings to ensure a project was progressing.
- Collaborated with team members to explore the best solutions for the client through regular small group meetings and coding sessions.

Vice President of UX, Webtalk, Inc., St. Petersburg, FL

2010-2013

- Cofounder of this internet startup responsible for user experience, interface design, advertisement, branding, marketing and video graphics.
- Worked on development of the wireframe and prototype of the site as well as coding some of the user-interface components using HTML5, CSS3, jQuery, and JavaScript.
- Most of the day to day tasks revolved around building new user interface components for entire sections of the site based on preliminary objections, user feedback, wireframes and other UX considerations that were in line with business goals that we aimed to accomplish.

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Web Design & Front-end Developer, Kuality Design LLC, Fairfax, VA
Graphic Designer & Print Designer

2002-2012

- Completely designed and built sites for small and large businesses using HTML5, CSS3, Sass, jQuery, JavaScript, Responsive Design using Bootstrap and Foundation5, utilizing regular version controlled processes.
- Freelancer producing layouts and advertising for Two Mundos magazine, successfully increasing that publication's revenue.
- Developed innovative logos for various clients, including Vega Yellow Pages in both English and Spanish, achieving 95% successful feedback rating and ensuring significant repeat business.
- Mainly serviced small & medium-sized businesses like NetAura, Arlington Consultants Group, ColdWell Banker, ReNew Jersey Project and others.

Graphic Designer, Batanga.com, Greensboro, NC

2007-2008

- Responsible for developing sales presentation webpages for clients including Chevrolet, Colgate, Epiphone, Diageo and more.
- Critical participant in production of sales book detailing radio station formats and options.
- Diligently attended to traffic generation for music tour page www.batangamusictour.com and improved ticket sales by 70%.
- Proficiently manufactured P2P social networking pages and succeeded in slashing management time by 60%.

Education

- George Mason University, Fairfax, VA
Integrated Studies, Graphic Design, Information Technology, Internet & Multimedia Studies