

# 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, Foundation and Bootstrap frameworks, Axure RP, Mag+, Microsoft Office Suite and Acrobat 10.
- ▶ 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).
- 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.

**Web Design & Front-end Developer**, Kuality Design LLC, Fairfax, VA

2002-2012

**Graphic Designer & Print Designer**

- 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.

**Senior Graphic Designer**, ApogeeInvent.com, St. Anthony, ID

2008-2010

- Skillfully produced web and print work such as website graphics updates and corporate flyers, as well as social network enhancements utilizing scratch, banner, traffic drivers, landing pages, email blasters and labels.
- Knowledgeably instituted innovative operations and production methodologies, including Best Practices guide still in use today.
- Expertly managed personal time usage due to telecommuting requirements and never missed deadlines.

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**Graphic Designer**, Batanga.com, Greensboro, NC

2007-2008

- Responsible for developing sales presentation test 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](http://www.batangamusictour.com) and improved ticket sales by 70%.
- Proficiently manufactured P2P social networking pages and succeeded in slashing management time by 60%.

**Marketing Designer - Loan Officer**, Pinnacle Financial Corporation, Manassas, VA

2005-2007

- Produced comprehensive bilingual marketing documentation and successfully increased business opportunities in Montgomery and Prince William Counties by 30%.
- Dutifully processed loan applications and verified all applicant data.
- Achieved 25% productivity increase due to implementation of new procedures.

**Office Administrator & Assistant**, InterAmerica Technologies, Washington, DC

2002-2003

- Authoritatively managed inventory receiving for United States Congress and succeeded in producing new system and methodologies to cut error rate by 25%.

**In-House Marketing Designer - Real Estate Agent**, Weichert Realtors, McLean, VA

2000-2002

- Diligently prospected for and developed extensive network of contacts.
- Successfully increased real estate sales, marketing effects and workload through more than 50% reduction in office operational time requirements.

## Education

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