

# Bernardo Margulis

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**Strategic Creative Director** with 15+ years of experience driving brand transformation and market expansion through leadership in marketing communications and visual design. Leads comprehensive creative operations, combining deep design expertise with technical acumen to produce impactful work across industries. Builds and guides high-performing teams to achieve measurable results in productivity, creativity, and innovation.

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## Core Competencies

Creative Leadership and Strategy; Team Building and Mentorship; Brand Development; Art Direction; Design Thinking; Cross-functional Collaboration; Project Management; UX/UI Design; Business Development; Software Engineering; Digital Product Development; Bilingual in Spanish and English

## Experience

**Marketing Creative Director** **Penn Medicine Doylestown Health** **01/2025 - 08/2025**

Led creative and brand integration strategy during hospital merger, overseeing all visual and digital communications and serving as a key liaison between leadership and local operations.

- **Brand Integration:** Led creative transition during a major hospital merger, serving as internal brand champion to overcome resistance and unify brand identity. Successfully integrated new brand messaging and visual guidelines across departments, from patient-facing materials to internal communications.
- **Stakeholder Alignment:** Tasked to bridge communication gaps between new leadership and local hospital operations, translating strategic directives into actionable creative plans. Facilitated cross-functional collaboration, ensuring seamless creative execution and strategic alignment across projects.
- **Creative Oversight:** Orchestrated all creative operations, including visual and digital communications and marketing, providing strategic direction and oversight that maintained brand consistency and drove effective execution of communication goals.
- **Resource Management:** Directed team workflows by balancing priorities, overseeing project intake and reviews, and guiding focus toward high-impact initiatives-aligning the needs of the organization, team, and individual contributors. Reviewed and optimized the annual budget using historical benchmarks, identifying efficiencies that reduced spend while maximizing output.

**Principal/Creative Director** **This Makes Me Happy** **05/2005 - Present (part-time since 2017)**

Founded and directed an independent design studio, leading all aspects of business operations, client acquisition, and project execution to deliver visual communication solutions.

- **Business Development:** Founded and scaled an independent design studio to a full-time operation (2013 - 2017), achieving **50% revenue growth** through targeted business development and strategic client relationship management, developing client relationships that lasted up to 7 years.
- **Client & Partnership Management:** Built a diverse client portfolio spanning universities, national organizations, and international businesses. Maintained **4-year partnerships** with key agency clients and generated **100% of new business through referrals**, establishing a strong industry reputation.
- **Independent Development:** Built HTML/CSS websites, React applications, and Figma plugins, streamlining design workflows and showcasing technical creativity.

**Software Development Engineer** **Amazon** **09/2022 - 01/2025**

Member of the frequency management team, designing and developing full-stack digital products and APIs, covering frequency management and increasing reach.

## Product Development & Engineering

- **Full-Stack Development:** Designed, developed, and tested front- and back-end digital products using a microservices architecture, working in close collaboration with engineers, data scientists, product managers, and UX designers, ensuring robust system functionality that enabled the smooth launch of new features and improved product performance.
- **API Development:** Provided access to ad performance efficiencies and enhanced unique reach by contributing to the maintenance, design, coding, and deployment of frequency groups APIs, successfully reduced overexposure and increased unique reach by an average of 6% for major brands.
- **Platform Enablement:** Served as lead contributor for frequency group APIs, driving key initiatives including API versioning, public access configuration, and UAT framework development, improving essential infrastructure for ongoing product stability and usability and enhancing the development pipeline for future releases.

### Team Collaboration & Mentorship

- **Engineering Onboarding:** Supported the onboarding of 4 other engineers for frequency group APIs, collaborating with senior engineers, engineering managers, and product managers to facilitate team integration and knowledge transfer.
- **Knowledge Sharing:** Co-led ideation sessions and drove peer onboarding support for new engineering cohorts, fostering collaboration and accelerating new team member productivity.

## Creative Director

**Drexel University, Institutional Advancement**

11/2017 - 08/2022

Directed comprehensive creative strategy, process development, major campaign planning and execution for alumni and fundraising initiatives, leading internal teams and external talent

## Creative Project Leadership & Strategy

- **Creative Strategy & Execution:** Oversaw creative strategy and execution for alumni initiatives and a major fundraising campaign (\$750M total goal, \$100M annual), managing a 2 - 5 person in-house design and video team plus a roster of freelancers, delivering high-quality creative output aligned with institutional objectives.
- **Strategic Leadership & DEIB:** Provided strategic leadership on the Talent Management committee and co-led the departmental Diversity, Equity, Inclusion, and Belonging (DEIB) education initiative, contributing to key organizational development and cultural enrichment objectives.

### Process Optimization & Efficiency

- **Operational Efficiency:** Built and scaled creative operations via streamlined processes and improved collaboration, boosting productivity by 25% and optimizing resources for all creative projects.
- **Workflow Optimization:** Identified and addressed existing project friction between the marketing communications team and internal stakeholders, taking the lead to spearhead workflow improvements, resulting in increased partner satisfaction and improved output.
- **Cross-Functional Collaboration:** Fostered interdisciplinary collaboration across marketing and communications teams, improving creative processes and directly leading to measurable results, including a 12% increase in event registration and a 50% improvement in newsletter click-through rates.

## Graphic Designer

## Nickelodeon Brand and Events

11/2010 - 05/2013

- Created branding and visual design for signature and corporate events and communications
- Supported signature events such as Kids' Choice Awards and Worldwide Day of Play, and corporate initiatives like Upfront, Licensing Show, and Sales Kits

## Education

- **Master of Science, Computer Sciences** - Drexel University
- **Master of Fine Arts, Graphic and Interactive Design** - Temple University, Tyler School of Art

- **Bachelor of Science, Graphic Design Communication** - Philadelphia University (Jefferson); minor, Digital Design

## **Certifications & Professional Development**

- **Cooper Union Certificate in Typeface Design** - 2012 - 2013
- **IBM Design Thinking Practitioner and Creator** - 2017
- **Arts and Business Council for Greater Philadelphia Designing Leadership** - 2018
- **Meta Front-End Developer Professional Certificate** - In progress
- **Google UX Design Professional Certificate** - Completed 5 of 8 courses
- **Amazon WebDevCon NYC Front End Conference** - 2023

## **Industry Leadership & Volunteer Experience**

### **AIGA Philadelphia**

- **President (2019 - 2021)**: Led a 500+ member chapter; audited and enhanced chapter operations, increasing board participation and satisfaction, and improving member experience and event participation; revised recruiting practices to enhance diversity and increase position fulfillment per season.
- **Vice President (2017 - 2019)**: Supported presidential initiatives and chapter operations.
- **Partnership Director (2015 - 2017)**: Managed key corporate partnerships and sponsorships.
- **Sponsorship & Ethics Chair (2007 - 2011)**: Developed sponsorship packages, increasing sponsorship revenue from \$0 to \$50K within two years; developed impactful programming.
- **Mentorship Program Mentor** (2014, 2016, 2019, 2025)

### **Strategic Committees & Advisory Boards**

- **Amazon Glamazon Design Committee** (2023 - 2025): LGBTQ+ employee resource group
- **Cabrini University Design Advisory Board**, Inaugural Member (2022 - 2023):
- **DesignPhiladelphia Steering Committee** (2019 - 2020): Planning for annual citywide design festival.
- **Freelancer's Union Spark Co-Leader** (2019 - 2020): Community building and support for freelancers.
- **DesignPhiladelphia Festival Designer** (2017): visual identity and marketing materials

## **Technical Skills**

- **Design & Creative Tools**: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma
- **Front-End and Back-end Development**: HTML, CSS, TypeScript, JavaScript, React, Java, Python
- **Languages**: Bilingual in English and Spanish