

ELAD BERGER

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Professional Experience

Freelance

Various; Coachella Valley • 2012–present

Designed and produced books, layouts, websites, 3D digital artwork, presentations • Image color retouching, video editing, and music production. • Driver for Yellow Cab, Uber and Lyft.

Art Director

Champs Trade Shows; Las Vegas • 2008–2012

Directed all marketing campaigns, trade show materials, and all marketing content • Designed and produced the company's website. • Ensured brand standards were followed. • Collaborated with cross-functional teams to create innovative marketing strategies and visual campaigns.

Art Director

The Kabbalah Centre; Los Angeles • 2006–2008

Spearheaded development of the organization's first online university, including site architecture and educational material design. • Designed and produced high-profile books, ensuring consistency across translations and international markets. • Managed video production and editing for educational and promotional content.

Co-Founder

The Casting Frontier; Los Angeles • 2006–2008

Designed all marketing for the company. • Designed, built, and maintained the website. • Played a critical role in developing and maintaining a strong online presence. • Created the company's logo and overall branding.

Art Director

Shalom LA; Los Angeles • 2003–2006

Designed a variety of creative materials, including ad campaigns, print layouts, and marketing collateral. • Managed the creative studio to ensure efficient production processes and project delivery.

Studio Manager/Art Director

Elite Advertising Agency; Israel • 2000–2003

Designed and produced advertising campaigns for various industries, adhering to client requirements and budgets. • Oversaw studio operations, ensuring project deadlines were met without compromising quality.

Retail Manager

Key Zemer Music Stores; Israel • 1993–2000

Managed the Guitar Division for the Northern Israel branches, delivering exceptional customer service and sales performance. • Regularly exceeded sales goals.

Photographer & Video Producer

(IDF), Air Force; Israel • 1990–1993

Filmed, produced, and edited video and photography for military operations and events.



Professional Summary

Highly skilled Graphic Designer and Art Director with over 15 years of experience creating innovative and impactful visual content. Expertise in branding, print design, digital media, video production, music production, and marketing campaigns. Proven ability to thrive under tight deadlines while delivering high-quality, budget-conscious results. Adept at collaborating with diverse teams to meet goals. Also experienced in retail management, leading a team to exceed sales goals and ensure top customer service.

Skills & Expertise

Retail & Sales

Over a decade of sales experience.

Design & Production:

Branding, print design, motion graphics, 3D artwork, video editing, web design, music production, App UI design and development.

Software:

Adobe Suite, PowerPoint, Keynote, Blender, Maya, Unreal Engine, ZBrush, WordPress, Final Cut Pro, Logic Pro, Windows/Apple OS.

Additional Strengths:

Team collaboration, meeting deadlines, adaptability.

Education

Graphic Design

Wizo Haifa Academy of Design and Education (1995)

Video Production

Camera Obscura Tel Aviv (1992)

Photography

IDF Air Force, Tel Aviv (1991)