

Mary E. Bergeson

PORTFOLIO:MARYEBERGESON.COM

HELLO@MARYEBERGESON.COM

LINKEDIN.COM/IN/MARYBERGESON

About Me

Mary Bergeson Is A Designer For Brand & Marketing

MULTI-CHANNEL MARKETING AND BRAND DESIGN, ASSETS, AND TARGETING.

I've worked to elevate brands, build them from the ground up, and be spread across them in agency environments. With major experience in DTC in multiple industries, I'm an expert at taking brand concepts, customer data, and generally "Big Ideas", then transforming them into functional brand systems and amazing campaigns. An expert at making systems that maintain brand visuals and experience across every touchpoint, I'm a designer that blends brand strategy and marketing execution to for company success.

My Experience

Graphic Designer, Brand Systems & Web

MODERN SMART LOCKERS (AGENCY LEAD)

REMOTE, NEW YORK CITY, NY / PARIS, FR • AUG 2024 - MAR 2026

- Led DTC visual brand refresh across website, presentations, and sales/marketing collateral.
- Built scalable brand systems and templates used across DTC web and marketing teams.
- Managed brand integration following acquisition; edited and consolidated 500+ brand assets into a compliant library.
- Partnered with leadership to evolve visual identity while maintaining consistency across customer touchpoints.

Visual Designer, Campaigns & Retail

METRO BY T-MOBILE CORPORATE

REMOTE, ATLANTA, GA • MAY 2023 - AUG 2024

- Designed multi-channel marketing and creative across corporate initiatives, including print, OOH, and national retail.
- Led design for more than 4,000 Walmart retail placements nationwide.
- Adapted campaign creative across English, Spanish, and Mandarin while maintaining brand consistency.
- Collaborated with motion teams on television and digital advertising.

Senior Visual Designer, Brand Lead

FORWARD PARTY

REMOTE, WASHINGTON, D.C. • AUG 2021 - JAN 2023

- Led visual identity and marketing design during a three-organization merger and national brand launch.
- Produced launch creative that contributed to a 145% increase in traffic and sign-ups within 48 hours.
- Designed campaigns across web, email, social, and fundraising.
- Co-managed two contracting designers while partnering with strategy, communications, and executive leadership.
- Includes work as Director of Marketing at merged organization Serve America Movement from Aug 2021 - Aug 2022, directly contributing to the communications strategy as merger plans began.

Freelance Graphic Designer, Corporate & Branding

THE LOOK & THE FEEL® AGENCY

REMOTE, ATLANTA, GA • APR 2021 - JAN 2024

- Designed marketing assets across email, print, web, presentations, social media, infographics, and event collateral.
- Designed campaign and brand assets for Fortune 500 clients incl. Coca-Cola, Powerade, Amazon, Circle K, and Sodexo France.
- Focused on brand collaboration assets and digestible information and data; personalized messaging to target brands in B2B marketing and presentations, successfully supporting a multi-million dollar international collaboration.

Freelance Graphic Designer

AGENCY & INTERNSHIPS

REMOTE, ATLANTA, GA • OCT 2017 - APR 2021

- Delivered branding, marketing, and web design projects for startups, agencies, and enterprise clients.
- Led complete rebrand and website redesign for a defense-sector client, contributing to a record-breaking state contract.
- Built full brand design system from concept brief for luxury home developer Blue Heron Homes through AFMKTG Agency.
- Designed internal systems interface for Papa John's Atlanta.
- Produced email, print, and outdoor advertising for Coldwell Banker Global Luxury Realty.

My Education

Parsons School of Design, The New School

ASSOCIATES EQUIV. IN GRAPHIC AND DIGITAL DESIGN

REMOTE, NEW YORK CITY, NY • 2017-2019

- Specialization in Branding, Layout, and UX processes.

Mary E. Bergeson

PORTFOLIO:MARYEBERGESON.COM

HELLO@MARYEBERGESON.COM

LINKEDIN.COM/IN/MARYBERGESON

My Skills

Areas Of Expertise

AI Workflows - Claude, Midjourney	Since 2025
Retail Design: Store displays, advertising, motion/video support	Since 2023
Asset Libraries, Brand management, Brand alignment and consistency	Since 2021
Data-Informed Design	Since 2021
Presentation Design (B2B, Educational)	Since 2021
Digital Advertising, Print (OOH, Marketing, Retail)	Since 2020
Social (Templating, Campaigns)	Since 2020
Creative Production (Agency, High-Volume)	Since 2020
Marketing Design, Multi-Channel Campaigns including Email, Print, OOH, and Events	Since 2019
Brand Systems (Visual Identity Design, Guidelines, Strategy)	Since 2019
Web, HTML/CSS and builders Squarespace, Webflow, Wordpress with Elementor	Since 2017

Tools & Software

Adobe Creative Suite (Photoshop, Illustrator, Indesign), Figma, Notion, Canva, Wordpress, Elementor, Webflow, Mailchimp, Teams, Asana, Monday, Click-Up, OneDrive, WorkFront, DropBox, SproutSocial

Strengths

Brand Consistency, Alignment, And Management
Creative Operations, Timeline Management, Remote Work, Self Sufficiency
Cross-Functional Collaboration, Stakeholder Communication And Explanation/Presentation Of Work
Campaign Execution, Art Direction Support, Project Ownership
B2B And DTC Experience

Volunteer / Passion Projects

Assistant Editor, Arts; Curatorial Consultant

NOTCH MAGAZINE

NOVEMBER 2024 - PRESENT

- Curating art for print magazine NOTCH under the visual arts editor.
- Aligning art and layout for theme alignment and editorial flow
- Procuring works through communications with artists, studios, and galleries for artwork.
- Notable collaborations with Emily Kraus, David Douard, Traites Libre Gallery Paris, and Filiale Frankfurt

Founder and Art Director, Sculpture

GIRL FINDS ART

MAY 2020 - PRESENT

- Editorial and Curatorial exploration into contemporary sculpture
- Notable Collaboration with Fakewhale.XYZ, Winnie Mo Rielly, Paris Internationale, and OFF-SCREEN Paris

See My Portfolio
@ Maryebergeson.com