

# Mary E. Bergeson

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## About Me

### *Mary Bergeson Is A Senior Designer For Brand & Marketing*

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

Working with brand execution since 2019, 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" and transforming them into functional brand systems and amazing campaigns.

## My Experience

### *Lead Graphic Designer, Brand Systems & Web*

MODERN SMART LOCKERS (AGENCY LEAD)

REMOTE, ATLANTA, GA & 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 (IN-HOUSE)

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 (IN-HOUSE)

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 junior designers while partnering with strategy, communications, and executive leadership.
- Uncludes 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 (FREELANCE)

REMOTE, ATLANTA · 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 data; personalized messaging to target brands in B2B marketing and presentations, successfully supporting a multi-million dollar international collaboration.

### *Graphic Designer*

FREELANCE, SHORT-TERM CONTRACTS, INTERNSHIPS

REMOTE, ATLANTA · 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*

TWO-YEAR DIPLOMA IN GRAPHIC AND DIGITAL DESIGN

REMOTE, NEW YORK CITY · 2017-2019

- Specialization in Branding, Layout, and UX processes.

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## 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

|                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |
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| NOTCH MAGAZINE                                                                                                                                                                                                                                                                                                                                                                                                    | NOVEMBER 2024 - PRESENT |
| <ul style="list-style-type: none"><li>• Curating art for print magazine NOTCH under the visual arts editor.</li><li>• Aligning art and layout for theme alignment and editorial flow</li><li>• Procuring works through communications with artists, studios, and galleries for artwork.</li><li>• Notable collaborations with Emily Kraus, David Douard, Traites Libre Gallery Paris, Filiale Frankfurt</li></ul> |                         |

### Founder and Art Director, Sculpture

|                                                                                                                                                                                                                                     |                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| GIRL FINDS ART                                                                                                                                                                                                                      | MAY 2020 - PRESENT |
| <ul style="list-style-type: none"><li>• Editorial and Curatorial exploration into contemporary sculpture</li><li>• Notable Collaboration with Fakewhale.XYZ, Winnie Mo Rielly, Paris Internationale, and OFF-SCREEN Paris</li></ul> |                    |

See My Portfolio  
@ Maryebergeson.com