



RESUME

Sergio Miller

Marketing and Visual
Communications Professional
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www.berimbau.com

Skills

- + Identify, create and implement marketing communication and branding strategies
- + Create visual design systems, corporate identity and branding
- + Lead, inspire and enable creative teams to fulfill marketing objectives
- + Manage photographers, printers, trade show, online and print advertisement
- + B-to-B and B-to-C marketing communications
- + Accomplished magazine/catalog art director and publisher
- + Broad experience in: print, online, social, outdoor, packaging and promotional media
- + Expert in Adobe Creative Suite, Microsoft Office and 3-D modeling/sculpting
- + Technical and commercial illustration, product visualization
- + Knowledge of UI/UX design, information architecture
- + Knowledge of HTML, CSS, CMS (WordPress, Joomla), Flash Animation

Professional Experience

Berimbau Consulting – Marketing Art Director 4/2013 – Present

- Marketing communications strategy – Created and implemented overall strategy for new product launch.
- Print advertising – Planned/budgeted print advertising campaign, and creative.
- Social media content and strategy – Planned implemented social media campaign in Facebook, LinkedIn and Tweeter.
- Branding – Created branding scheme, look and feel, mood for new product.
- Online marketing email campaigns – Created and delivered e-mail blasts and landing pages within marketing objectives.

IntegenX Inc. – Art director 11/2009 – 4/2013

- Provided visual/conceptual creative direction to marketing department
- Developed corporate branding scheme and design assets
- Created product logos and style guide for corporate ID
- Led team discussions on branding and visual marketing strategy
- Created and produced all marketing collateral
- Managed web development and email campaigns
- Designed exhibits, packaging, info graphics and motion graphics
- Managed advertising campaigns and ad space purchase
- Product design, prototyping and 3-D modeling

Career Highlight: IntegenX is a startup biotech company. I helped its marketing efforts by creating its entire corporate look and feel across several channels. As a result, the company has experienced enormous exposure in the market place as the leading provider of Rapid DNA identification systems.

Duty Free World Inc. – Art director 2/2008 – 8/2009

- Managed and trained department junior creatives
- Advised senior management on web marketing communication issues
- Designed online and print catalogs and marketing collateral
- Created problem solving strategies, work procedures, job organization systems and graphic filing system
- Updated/purchased software, hardware and network equipment
- Researched and purchased large format proofing printer, and developed test printing procedures
- Procured and advised on the purchase of turnkey self-publishing system
- Designed/produced Flash animations and websites

Career Highlight: Duty Free World is an inflight duty free products sales company. We created a new branding strategy for all catalogs, saving costs and increasing product desire among passengers .



Social Affairs Magazine – Art Director

11/2005 – 1/2007

- Created and implemented organizational framework for a bimonthly 164-page luxury lifestyle magazine
- Created page structure, style and all design elements. Type, mood and layout grid
- Hired, managed and trained in-house design staff
- Set deadlines and led meetings with editor and staff to update issue's progress and goals
- Art-directed photo shoots
- Advised publisher on technical issues pertaining to publication design and printing
- Performed quality control, pre-press and press checks

Career Highlight: As the first art director of this luxury lifestyle publication I led a team of designers and together with the editor-in-chief created its look and feel taking in consideration market trends and the publisher's vision. This bi-monthly publication launched successfully and got rave reviews in the local media.

Berimbau Design – Art Director 5/1992 – 10/2005 | 2/2007 – 2/2008

- Conducted client meetings to assess marketing communication and design needs
- Created successful marketing communications campaigns
- Managed projects, budgets and deliverables
- Created and managed branding strategies and implementation of print and online projects
- Responsible for conceptualization and design of user interface standards
- Improved client corporate ID, packaging and branding standards
- Designed websites and managed web developers
- Designed and laid out books (fiction novels)
- Managed outside web development team
- Illustrated site plans and floor plans for real estate and construction companies
- Determined efficacy of programs by gathering market data
- Designed and produced the California Apartment Association's Perspective Magazine
- Published Homefront, the Colorado Springs Housing and Building Association

Career Highlight: As principal of Berimbau Design for 13 years I art directed many design and advertising campaigns, earning a reputation as design firm of choice for many biotechnology and embedded systems companies in the San Francisco bay area.

Education

B.S. Graphic Design, San Jose State University
CADRE Institute at San Jose State University – Special studies in 3D graphics

Computer and Software Skills

- Experienced Mac and PC user
- Expert knowledge in Adobe Creative Suite, Microsoft Office and 3D illustration/modeling software, including Vue, Zbrush and Modo
- Flash Animation
- Technical Illustration
- Knowledge of HTML, CSS and WordPress

Languages

- Fluent in English and Portuguese
- Speak some Spanish



Promotion sproutloud

Product sproutloud

Service sproutloud

General sproutloud

Urgent sproutloud

HELVEITICA FAMILY FONTS

Helvetica Thin Condensed
 Helvetica Ultra Light Condensed
 Helvetica Light Condensed
 Helvetica Condensed
 Helvetica Medium Condensed
 Helvetica Bold Condensed
 Helvetica Heavy Condensed
 Helvetica Black Condensed
 Helvetica Ultra Light
 Helvetica Light
 Helvetica Roman
 Helvetica Medium
 Helvetica Bold
 Helvetica Heavy
 Helvetica Black
 Helvetica Thin Extended
 Helvetica Ultra Light Extended
 Helvetica Light Extended
 Helvetica Roman Extended
 Helvetica Medium Extended
 Helvetica Bold Extended
 Helvetica Heavy Extended
 Helvetica Black Extended
 Helvetica Roman Slanted
 Helvetica Bold Slanted
 Helvetica Rounded Bold

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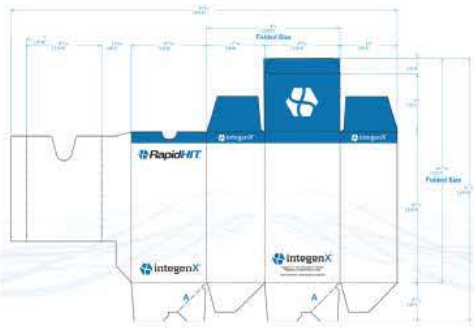
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Features: MULTIMEDIA ASSET MANAGEMENT

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INVENTORY MANAGEMENT
 MULTIMEDIA MANAGEMENT
 IT PROVISIONING MESSAGE
 METADATA ASSET MANAGEMENT



Conjunctions symbolized by the icon to make the conjunction concept clear:

over	further	however
neither/or	if	meanwhile
next	unless	because
therefore	now	then
either/or	that	than
still	since	once
so	also	too
moreover	and	when
whenever	where	wherever
whether	while	yet

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Now Members

Register

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Solutions for Masters

Solutions for Subs



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