

# Bernie Tiano

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## SKILLS

- Agency experience as Art Director with emphasis on UX / Visual
- Wireframes, mockups, and prototypes through testing and iterative design.
- Excellent presentation, client interaction written and verbal communications
- Knowledge of common design patterns and best practices for application, mobile and web
- Strong foundation in visual design principles (typography, layout, color, etc.)
- Communicative, flexible and precise under tight deadlines
- Proficient in Sketch, Adobe Creative Suite, Omnigraffle, Axure and Invision (web / print)
- Strong organizational skills, attention to detail / pixel-perfect
- Knowledge of HTML, CSS, Flash, email standards, mobile, banner ads and icon design
- Wireframes → visual designs → working prototypes

## EXPERIENCE

### **Mar 10 - Present** Art Director - CBS Radio / Eventful

Responsible for brand development, onsite product data feed ideation and delivering dynamic advertising/social campaigns across multiple digital platforms (B2B, B2C). Managed a national team of media designers tasked with product design including onsite architecture and workflows, email and creating detailed templates + style guides across multiple brands (CBS Radio / Entercom + Eventful). Clients include MTV, Microsoft, AT&T, Clearchannel Radio, Logitech, Cirque Du Soleil, NBC, Paramount, Universal, Fox Studios, Disney, StubHub, State Farm, Best Buy, ABC and The E! Network. Omma Award 2011 / 2012.

### **Aug 06 - Mar 10** studio<sup>131</sup> / Freelance

Jobs included web design, four color print / collateral / advertising / digital media for Continuous Computing, Tony Hawk, Cal Berkeley Alumni Association, Analog Analytics, Free Wheelchair Mission, Intercare Insurance, Mira Investments, Torrey Commerce, Prepkitchen+Whisknadle, Gabriel Ink, Paul Burlingame Photo and various local musicians.

### **Apr 03 - Oct 06** Art Director - 619 Graphic Design Company

Produced consumer-facing website designs, brand creation / style guides, video production and a multitude of print and multimedia projects for Sea World, House of Blues, Adidas-Golf Taylormade, La Jolla Playhouse, Barona Casino, The Old Globe Theatre, Volunteers of America, Inspiring Champions, American Lung Association, The San Diego School District, Ontech Products, On Air Magazine/KPBS, NewSchool of Architecture and The Casbah.

### **Feb 02 - Mar 03** Graphic Designer - Euro Style Advertising, Inc.

Produced print, packaging and multimedia jobs for Argen, Playtex, Prince Lionheart, Infantino, Rokenbok and Sweet Factory.

### **Jan 98 - Mar 01** Graphic Designer - Dregs Skateboards / MDS Productions

Created brand products and four color advertising for Surfer Magazine, Surfing Magazine, Gravity Games and Juice Magazine. Designed apparel, skateboards and packaging for Tech Deck skateboard toys.

## EDUCATION

The Art Institute of California, San Diego CA  
2004 Bachelor of Arts in Digital Arts. GPA: 3.9

San Diego State University, San Diego CA  
Graphic Design and Computer Science.