



MATT BERKENBILE

ART DIRECTOR | GRAPHIC DESIGNER | SENIOR GRAPHIC DESIGNER

📍 Tulsa, OK 📞 (918) 630-8488 ✉ mberkenbile@gmail.com 💻 mattberkenbile.com 🔗 [linkedin.com/in/mberkenbile](https://www.linkedin.com/in/mberkenbile)

CAREER OBJECTIVE

Accomplished Senior Graphic Designer and Art Director with over 25 years of experience shaping visual identities for global media, publishing, and training organizations. Adept at leading creative projects from concept to completion across print, digital, and experiential platforms, delivering consistent, brand-aligned results under tight deadlines. Proven success mentoring designers, and collaborating with marketing, development, and leadership teams to drive strategic objectives through impactful design.

SKILLS

Proficient in the following applications and artistic mediums:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Microsoft Word / PowerPoint
- Photography / Video Production
- Illustration / AI Content generation

AWARDS & ACHIEVEMENTS

- Work appeared in multiple Graphic Design USA In-House Design Annuals
- ADDY 37 Trophy
- Earned HubSpot Academy Digital Marketing Certificate

EDUCATION

Oklahoma State University IT
Associate in Applied Science Degree
Graphic Design
Graduate 1999

WORK EXPERIENCE

Noria Corp. - Tulsa, OK

2019 - 2025

*Training institution focused on lubrication and oil analysis education.
Magazine publisher and host of Reliable Plant Conference & Exhibition*

SENIOR GRAPHIC DESIGNER

- **Increased efficiency** by changing the process for creating and delivering conference graphics and signage, saving time by 50%
- **Managed multiple, concurrent projects** with critical time-sensitive requirements working closely with management team leaders and outside clients
- **Worked with web and app developers** to create appealing user experiences for Noria's conferences and products
- **Designed, recorded, and edited** product demos, webinars, podcasts and training videos which drove new channels of revenue
- **Art directed other designers' work**, overseeing project creation for email, website and social media campaign graphics
- **Played a vital role in shaping the visual identity** of every business line within the organization

Berkenbile Creative - Tulsa, OK

2018 - Present

Contract graphic design work for clients such as Future PLC, AAPG Foundation, SumnerOne and Noria Corp.

FREELANCE DESIGNER / MANAGER

- **Remotely collaborated with US and UK contacts** for Future PLC during one year contract to produce campaign concepts, conference materials, signage, logos, advertising and slide decks
- **Design brochures, mailers and print/digital ad campaigns** for the nonprofit AAPG Foundation

PennWell Corp. - Tulsa, OK

1999 - 2018

Former publisher of 40+ business-to-business magazines and conductor of over 60 conferences and exhibitions on six continents

GRAPHIC DESIGNER / SENIOR GRAPHIC DESIGNER

- **Designed full advertising campaigns for events** including the largest annual fire industry trade show in the world, creating print, digital and booth graphics that attracted 30,000+ attendees
- **Consistently managed a constantly fluctuating schedule** and client needs while hitting all deadlines
- **Collaborated on key projects with 15 person team** to develop campaign concepts