



MATT BERKENBILE

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SENIOR GRAPHIC DESIGNER | ART DIRECTOR | CONFERENCE BRANDING EXPERT

Accomplished graphic designer with years of experience shaping visual identities for global media, publishing, and training organizations. Adept at leading creative projects from concept to completion across print and digital platforms. Passionate about creating positive experiences and delivering high quality, award-winning work.

PROFESSIONAL CAREER EXPERIENCE

Noria Corp. - Tulsa, OK

2019 - 2025

Training institution, 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 company management, team leaders and outside clients including Citgo, Perma, AssetWatch and Spectro Scientific
- **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
- **Created all artwork** for the reliableplant.com article with the most engagement in Noria's history
- **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, logos, advertising and slide decks with speed and efficiency
- **Design annual reports, 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

GRAPHIC DESIGNER | SENIOR GRAPHIC DESIGNER

- **Designed full advertising campaigns for over 20 events** including the largest annual fire industry trade show in the world, creating print, digital and booth graphics that attracted 30,000+ attendees
- **Work awarded and recognized** in multiple Graphic Design USA In-House Design Annuals and received ADDY 37 Trophy
- **Developed high-impact print marketing materials** from large media kits to corporate brochures
- **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
- **Reputation as a go-to artist** that can reliably work with difficult clients

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Dreamweaver
- MS Word / PowerPoint
- Photography
- Video Production
- Illustration
- Prepress Organization
- AI Content generation

EDUCATION

- Oklahoma State University IT Degree in Graphic Design
- HubSpot Academy Digital Marketing Certificate