



MATT BERKENBILE

ART DIRECTOR | GRAPHIC DESIGNER | SENIOR GRAPHIC DESIGNER

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SKILLS

Proficient in the latest versions of the following applications:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Microsoft Word / PowerPoint

Creative interests:

- Photography / Dronography
- Illustration
- Video Production
- AI Content generation

CAREER OBJECTIVE

Accomplished graphic designer / art director with 25+ years experience working for media companies. Passionate about always creating a positive experience for clients and delivering high quality, award-winning work.

EDUCATION

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

AWARDS & ACHIEVEMENTS

- Work appeared in the Graphic Design USA In-House Design Annual several times between 2007 and 2017
- ADDY 37 Trophy
- ADDY 36 & 37 Citations of Excellence

WORK EXPERIENCE

Noria Corp. (April 2019 to July 2025)
Tulsa, OK

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

SENIOR GRAPHIC DESIGNER

- Promoted from graphic designer to senior graphic designer
- Played a vital role in shaping the visual identity of every business line within the organization
- 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
- Adapted role with changing needs of the company by taking on editorial lay-out, video editing and live broadcasting
- 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

PennWell Corp. (1999 to 2018)
Tulsa, OK

Publisher of business-to-business magazines and conducted over 60 conferences and exhibitions on six continents

SENIOR AD / ART DIRECTOR - U.S. STUDIO

- Promoted from entry-level graphic designer to senior art director
- 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 and millions in revenue
- Consistently managed a constantly fluctuating schedule and client needs while hitting all deadlines
- Managed multiple, concurrent projects with critical time-sensitive requirements
- 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