Houston Berry
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Summary

Accomplished Art Director with 20+ years of experience shaping enterprise brands and delivering scalable design systems. I specialize in unifying complex, fragmented brand experiences into clear, cohesive identities from global guidelines and digital platforms to event branding and marketing assets. With deep expertise in Adobe Creative Suite, Figma, and Adobe Experience Manager (AEM), I bridge creative vision with technical execution, collaborating closely with developers and cross-functional teams to build scalable, user-focused solutions. Recognized for transforming brand consistency at VMware and Oracle, I now guide clients across industries including law, construction, and venture capital through rebrands, digital experiences, and visual storytelling that resonate with modern audiences.

Professional Experience

Freelance Art Director / Brand Designer
Los Angeles, CA — Present
I specialize in building cohesive brand systems, digital experiences, and marketing assets that help companies define their voice and stand out.

- CZ Law: Developed brand narratives, refreshed visual identity, and designed pitch materials, guidelines, and membership experiences.
- CZ Marketing: Supporting consulting services with creative design, marketing assets, and brand alignment for enterprise clients including AWS, Google, and Cisco.
- Andrew Mark: Built a new brand foundation, identity system, and website for a high-end builder, ensuring scalability across print and digital.
- The Garden Route Co.: Led a logo refresh and expanded the brand identity into collateral, apparel, and signage for a sustainable landscape architecture firm.
- Barker O'Donoghue Master Builders: Currently guiding a full rebrand and new Squarespace website for a San Francisco-based luxury builder.

Senior Art Director – VMware
March 2014 - March 2024

- Spearheaded the unification and enhancement of VMware's brand experience by engaging diverse internal teams and establishing comprehensive brand guidelines and templated assets.
- Developed a centralized digital Brand Central hub in Adobe AEM to streamline access to brand elements and facilitate faster updates, eliminating the need for static PDF guidelines.
- Conceptualized and launched a self-service branded asset tool to empower 20,000+ VMware employees to create on-brand digital assets without design expertise.

- Conducted reviews of over 1,500 microsites, providing detailed design guidance to ensure 85% were brought into full brand compliance.
- Evolved VMware's social media avatar designs to improve visual consistency, strengthen brand equity, and enhance mobile friendliness across channels.
- Led the creation of presentation decks, visual storytelling assets, and expanded brand books and style guides.

Interactive Design Director – Oracle
March 2003 - February 2014

- Designed and executed visually striking print, digital, and multimedia projects including branding, advertising campaigns, website designs, and social media assets.
- Worked hand-in-hand with clients to define project goals, iterated designs based on feedback, and achieved desired business outcomes.
- Collaborated with copywriters, marketers, and developers to ensure seamless execution of design projects across channels.
- Developed high-performing direct mail pieces, interactive websites, email campaigns, and digital banner ads that exceeded industry benchmarks.
- Extended the online event presence for Oracle's flagship OpenWorld conference and other major global events.
- Mentored junior team members and supported creative leadership in prioritizing and executing projects.

Skills

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experienced in Figma, Dreamweaver, Sketch, and Adobe Animate
- Exceptional typography, color theory, and layout design skills
- Strategic brand development, digital marketing, and UX/UI design expertise
- Excellent communication, presentation, and leadership abilities
- Strong understanding of global and consumer design trends

Education
Visual Communications and Design
Dallas College, TX