

ELIOT PRESTON BERN. THAT'S MY NAME.

I am an energetic, enthusiastic, multi-disciplinary creative with a proven record of achieving simple solutions to complex problems.

BRANDING, UX, PRODUCT STRATEGY, A/V CLUB, STORYTELLING, PLAYS WELL WITH OTHERS, HTML\CSS

Elliott Wave International
Head of Visual Experience

2007 - NOW

Branded corporate identity, video network, product families, podcasts, certificate program, and educational affiliate program. For 2011 web redesign, sole designer for UX, UI, and front end development. For 2015 web redesign, led UI team in responsive rebuild, creative direction to 3rd party UX team and dev team. UX, UI, and front end code for subscriber delivery portal, myEWI. Built responsive HTML5 templates for print publication upgrades.

Led and oversaw broadcast studio build, including: facility, live link, lighting, cameras, audio, and backdrops. Acted as on set Producer/Director of Photography. Configured off site video kits to conduct satellite interviews with automated processes. Interview prototypes. Developed studio guidelines: scheduling, editing, workflow; normalized audio quality. Developed new video experiments, including: Analyst Spotlight Videos, Subscriber Stories, Video Sales Letters. Roku and AppleTV integration.

Managed team of 3 in daily web standards, video protocol, photography, ticket based file archive, corporate color standards, and affiliate ad creation. Taco Club founding member.

Gainesville Printing Inc.
Graphic Designer

2006-2007

Created branding and print design for 200+ clients, including: healthcare, legal, financial, software, food service, automotive, fitness, clothing, and retail. Managed client relations and 3rd party vendor cost.

Adrenaline Powerboats
Graphic Designer

2003-2006

Created branding, website, flash ads, print materials, advertising, paint designs, and new product concepts for high end powerboat manufacturer.

Education

University of North Georgia
BS in Art Marketing

DEC 2006

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