

IAN W. BERKA

GRAPHIC DESIGNER

www.ian-graphicdesign.com

CONTACT

Please reach out on
LinkedIn if interested in
working with me

SUMMARY

Offers a strong understanding of graphic design, photography, brand development, and user experience with a strategic focus on marketing and web design. Excels at developing creative, data-informed solutions to complex problems. Translates thoughtful concepts into impactful visuals that move a client's vision forward using a wide range of design and marketing tools. Designs, strategizes, and launches campaigns that not only reinforce and expand a brand—but are driven by insights and performance metrics to ensure continual improvement.

ACCOMPLISHMENTS

- Used Google Analytics to audit and inventory the Realityworks website in preparation for a redesign. Analytics guided decisions to eliminate redundant pages, identify key user flows, and improve navigation through a new, data-informed sitemap.
- Enhanced the J.W. Speaker brand by developing new visual components to represent four major client markets. These assets were used across digital and print, including the design of a 124-page product catalog with consistent, engaging visuals.
- Created high-end product packaging for J.W. Speaker, including branding and packaging for a new Bluetooth-enabled product. Designed the logo, campaign materials, and packaging to elevate its presence in a competitive automotive market.
- Collaborated closely with sales, engineering, and marketing teams to shape product campaigns at J.W. Speaker. Designed print and digital assets including brochures, ads, packaging labels, landing pages, and 3D-rendered product visuals.
- Led the complete redesign of the ADVENT website in Webflow, increasing site conversion rates by 11%. Worked alongside SEO partners and implemented data-driven design decisions using GA4 and Microsoft Clarity.
- Managed A/B testing and multivariate experiments at ADVENT to continually optimize landing pages and improve UX of the website.
- Designed targeted landing pages and email campaigns that supported lead generation and brand expansion, including a six-part drip campaign and multiple lead magnets.
- Developed and maintained marketing collateral at ADVENT—from billboards and brochures to internal forms—ensuring consistent brand standards across all touchpoints.

PROFESSIONAL EXPERIENCE CONTINUED ON NEXT PAGE

SKILLS

- Adobe Design Suite (Photoshop, Illustrator, InDesign, Premiere)
- HubSpot & Google Analytics
- Microsoft Word, Excel, and PowerPoint
- PC & Mac Compatible
- Strong Typography & Layout Design
- UX Design
- Taking & Editing Photography
- Recording & Editing Videos
- Webflow, WordPress, BeaverBuilder, Figma, HTML, CSS

PERSONAL ATTRIBUTES

- Effectively and creatively problem solves for the best solution
- Strong time management skills and good at prioritizing tasks
- Detail oriented

EDUCATION

University of Wisconsin Stout
BFA in Graphic Design & Interactive Media
2013-2017

REFERENCES

Provided Upon Request



PROFESSIONAL EXPERIENCE

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ADVENT, Wauwatosa, WI

Graphic Designer 02/2020-Present

- Photographed and filmed new medical providers for website bios and clinic materials
- Planned, designed, and launched a new Webflow site, driving a 11% increase in conversion rates
- Created targeted landing pages with optimized copy for paid advertising campaigns
- Utilized Google Analytics 4 (GA4) and Microsoft Clarity to analyze user behavior and guide data-driven improvements
- Ran A/B tests to refine landing page designs and boost overall site conversions
- Elevated brand standards across all marketing channels to enhance consistency and overall brand perception
- Collaborated with internal teams to design flyers, forms, and brochures for clinic use
- Expanded the core patient brochure from four pages to a six-page trifold, updating copy and layout for clarity
- Designed billboards and programmatic/display ads to support quarterly marketing campaigns
- Developed and maintained bi-weekly newsletters in Mailchimp, achieving a 35% open rate, 3% click rate, and a 2% appointment conversion rate
- Wrote copy, designed, and launched a six-part email drip campaign to nurture new leads, resulting in a 30% open rate and 5% click rate
- Created eight lead magnets—ranging from an online quiz to informational guides and webinars—to drive contacts into the drip campaign
- Built a comprehensive tracking documents to monitor new leads, conversions, and website metrics across six distinct marketing channels

J.W. Speaker Corporation, Germantown, WI

Graphic Designer 01/2019-02/20

- Designed retail packaging for aftermarket products across transport, motorcycle, and automotive markets.
- Collaborated with sales, engineering, and marketing teams on product and marketing strategy to effectively design for campaigns.
- Managed vendor relationships to create product renders, printed catalogs, banners, and trade show graphics.
- Created videos for product launches, HR recruiting, and internal marketing, from concept to filming and editing.
- Photography for events and lifestyle images for Jeep, transport, and motorcycle headlights
- Developed artwork for social media and landing pages to support key campaigns.
- Built visual strategy and design for multi-channel marketing campaigns.

Marketing/Graphic Design Intern 03/2018-01/2019

- Designed and updated sell sheets, brochures, catalogs for aftermarket and OEM customers
- Photographed and edited Jeep headlight lifestyle images.
- Worked in the content management system to make edits to the website.
- Co-led the file reorganization project for the Marketing network, including folder and file naming structure to improve the usability of Marketing network for self-service users
- Updated existing retail packaging artwork and created new artwork for new products.

PROFESSIONAL EXPERIENCE

Realityworks Inc., Eau Claire, WI

Marketing/Graphic Design Intern 01/2017-01/2018

- Photographed and edited several products for catalogs and website.
- Recorded and edited instructional product videos for the website and Youtube.
- Designed sales and marketing materials for promotions, direct mail, trade show displays and corporate resources.
- Assisted in developing new product workbooks and program materials.
- Edited the website and e-commerce site.
- Analyzed website through Google Analytics.

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