

# ADAM BERGER

CREATIVE DIRECTOR / SENIOR ART DIRECTOR

hello!

Concept-driven Creative Director-level Senior Art Director with 11+ years of experience shaping award-winning brands and leading multidisciplinary teams to deliver high-impact, integrated marketing campaigns. Known as a trusted partner to clients and stakeholders, I excel at translating complex business objectives into compelling, strategic creative that resonates with audiences and drives measurable results. A designer at heart and leader by nature, I thrive on mentoring talent, elevating creative standards, and fostering collaborative environments where bold ideas flourish. I am passionate about crafting meaningful, human-centered stories through creative systems that connect brand strategy to powerful design with a lasting impact.

## PROFESSIONAL EXPERIENCE

11 YEARS

### Freelance Art Director // Kryptic Design

September 2015—Present

- Founded and independently operate a creative studio, serving as sole creative, strategic, and operational lead for brand identity and integrated marketing across B2B and B2C clients
- Act as primary advisor to clients, owning creative direction, strategy, budgets, timelines, and delivery from initial pitch through delivery and execution
- Assemble and lead cross-disciplinary freelance teams, directing design, production, and vendor partners to deliver high-quality work on time and on budget
- Pitching and selling brand systems and campaigns grounded in strategy, aligning creative output with business goals and performance metrics

### Sr. Art Director // Heinrich

November 2020—November 2025

- Led art direction for brand identity systems and fully integrated marketing campaigns across digital, print, experiential, and environmental
- Pitched creative concepts and provided art direction consulting directly to clients, guiding creative decisions through collaborative presentations and working sessions
- Partnered closely with Creative Directors, Account, and Project Management to shape briefs, define creative direction, and align work to client objectives
- Managed and mentored designers, contributing to skill development, creative growth, and team performance
- Oversaw timelines, scopes, and budgets while maintaining high creative standards

### Sr. Graphic Designer // Unbridled Solutions

November 2017—November 2020

- Concepted and executed creative for large-scale immersive corporate events ranging from 100-10,000+ attendees
- Managed budgets, vendor relationships, and on-site installations
- Mentored junior designers and helped streamline internal design processes
- Collaborated with multidisciplinary teams to deliver cohesive visual systems across environments, print, digital, and motion graphics

### Graphic Designer // SOAPPOINT

March 2017—September 2017

- Designed brand collateral across print, digital, and point-of-sale channels
- Collaborated with clients and teams to deliver brand solutions for regional and national organizations
- Managed production design and operated large-format printers, plotters, and laser etchers

### Graphic Designer // The Creative Complex

June 2014—August 2015

- Designed creative for clients across entertainment, hospitality, events, and start-ups
- Managed freelance designers to maintain quality, consistency, and deadlines
- Collaborated with clients to deliver cohesive branding and event marketing assets

## I'VE WORKED WITH

Beckman Coulter, CDOT, Chipotle, GHSA, Humana, Krispy Kreme, Kroger, Marriott, Noodles & Co., OPUS Group, Prosper, Sola Salons, Sunovion, Trammell Crow Company, Transwestern, Trinidad Benham, WOW!, and WYDOT

## CORE SKILLS

- Creative Direction & Vision
- Team Leadership, Mentorship & Talent Development
- Brand Strategy & Identity Systems
- Fully Integrated Campaigns
- Client & Stakeholder Partnership
- Budgeting, Cost Control & Vendor Management
- Editorial Design
- Presentation Design
- Video Storyboarding and Production
- Experiential & Environmental Design
- Illustration / Digital Art
- Print Production

## EDUCATION

BFA in Graphic Design -

Minor in Art History

University of Miami, FL

Graduated May 2014

## CONTACT INFORMATION

### PHONE

301.704.0978

### EMAIL

Adam@KrypticDesign.com

### PORTFOLIO

KrypticDesign.com

### LINKEDIN

/in/adam-berger-design

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## AWARDS & ACCOLADES

### **The One Club for Creativity — Merit Award** **Brand Identity, Mira Apartments**

**2026**  
Senior Art Director

- Led the creation of a new apartment complex brand located in Transwestern's Novus Place, a major mixed-use development featuring 275,000 sq ft of retail and 4,100 residences in Tempe, Arizona.
- Established a clear positioning strategy that framed the property as a personal refuge—offering young professionals a sense of calm and belonging within a fast-paced urban environment.
- Developed and named the brand Mira, leveraging its meaning (“look here”) to create an inviting, built-in call to action that drives curiosity and awareness.
- Designed a cohesive visual and verbal identity inspired by Tempe’s desert landscape, balancing warmth, tranquility, and energy to resonate with the target audience.
- Delivered a distinctive brand system that differentiates the property within a competitive real-estate market and supports long-term leasing and lifestyle appeal.
- Brand contributed to full lease-up within the property’s first year on the market.

### **The One Club for Creativity — Merit Award** **Brand Evolution, Colorado Mountain College**

**2025**  
Senior Art Director

- Led a bilingual brand evolution informed by primary-audience research and a comprehensive brand audit.
- Helped define updated brand strategy, verbal identity, and messaging framework across English and Spanish audiences.
- Directed development of a flexible brand architecture and visual system to support multiple academic and career communities.
- Established secondary color systems and program designations to improve wayfinding and on-campus cohesion.
- Delivered comprehensive brand guidelines, including photography direction and graphic standards, to support long-term internal adoption.
- Work contributed to increased applications and successful rollout across campus environments, digital platforms, and recruitment channels.

### **The One Club for Creativity — Bronze Award** **Brand Identity, Elevon Apartments**

**2023**  
Senior Art Director

- Served as senior creative support for the Elevon Apartments brand identity, setting creative vision and standards across all touchpoints.
- Mentored and guided designers through concept development, critique, and refinement, elevating craft and consistency across the team.
- Partnered with developers and stakeholders to align brand strategy, design decisions, and business objectives.
- Oversaw execution across signage, leasing materials, marketing collateral, and digital channels.
- Identity supported strong market positioning and successful lease-up within the first year.

### **The One Club for Creativity — Merit Award** **Brand Identity, 1919 Mile High Apartments**

**2021**  
Senior Art Director

- Led brand identity from concept through launch for a luxury high-rise residential development in Denver.
- Partnered closely with developers, architects, interior designers, and property managers to ensure cohesive brand expression.
- Directed execution across permanent signage, leasing environments, sales materials, and social campaigns.
- Ensured consistency and quality across print, environmental, and digital applications.
- Brand contributed to full lease-up within the property’s first year on the market.