Director of Creative, UX & Brand: Completed a full brand-transformation includ-

ing web site redesign & merging to Shopify, complete packaging redesign of over

20 products and landing page redesign. Focus on UX improvements and worked

Luna Gourmet Coffee & Tea Co., June 2016 - June 2018

Director of Creative, UX & Brand: Transformed three brands through elevating

brand standards across all channels. Responsible for creating, managing and

reporting on digital marketing campaigns. Designed new packaging and mar-

keting creative for private label coffee brand now in over 1200 Walmart Stores.

designers, front-end web developers and media specialists. Developed a visual

design and content strategy and delivered across multiple marketing channels. Championed brand transformation efforts as the company grew exponentially,

the design, usability and customer experience. Created and implemented

Director of Design & User Experience: Managed a team of 22 graphic

closely with engineering team to implement my designs. Experienced growth of





JUSTIN ADAM BERGSON

Creative Director, Designer, Digital Marketer Expertise in eCommerce/Shopify, CPG

over 45% YOY (\$50 million revenue).

Build.com, March 2006 - June 2016

eventually reaching \$600 million in annual revenue.

BioTRUST Nutrition, June 2018 - Current



For over 15 years I've worked for top internet retailers delivering high-impact creative grounded in business knowledge, design expertise, and a love for beautiful, user-centric designs. My passion toelevate brands using data-driven decision making and amazing user experiences is what makes me tick. My extensive experience across a multitude of channels, platforms and projects have provided me with a toolbox of skills and industry proven techniques to help a brand create a look, feel and message that resonates.

Thank you for your consideration,

Justin Bergson

ECOMMERCE

WEB DESIGN

& DEVELOPMENT

SKILLSET



CPG PACKAGE DESIGN





TOOLKIT













EDUCATION

California State University, Chico 2004

Bachelor of the Arts: Communication Design

California State University, Chico

Minor of the Sciences: Management Information Systems

MY COWORKERS CALL ME



















