

# TINA BERARDI

## address

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## Profile

An artist who works on the principle that creation and design work simultaneously. I thrive in fast-paced creative environments where ideas are explored to create the right experience for those interacting with myself or my work. I believe that technology is a tool that speaks to people in different ways. The best way to design is to collaborate and harness the best ideas possible from all sources, and design from prototype to completion. Through this process, I create structures that are new and inventive, but accessible to a wide range of users and viewers.

## Experience

### **Creative, Apple Store Grand Central** New York City, New York 2010-current

Certified trainer and technician at the Apple Store in Grand Central. Responsibilities include teaching personal training sessions, presenting workshops on Apple hardware and software, and troubleshooting and repairing Apple hardware. Collaborative projects included designing and editing an internal magazine titled Apple Connected, photographing product and store launches, and producing internal videos that fit with Apple design standards.

### **Illustrator, Marvel Comics / Upper Deck** 2012-current

Illustrating cards of varying styles on multiple projects for Marvel comics. Projects include including Marvel Beginnings, Iron Man 2, Thor: The Dark World, Marvel NOW!, Captain America 2 and Guardians of the Galaxy sketch card series. Created original designs influenced by decades of Marvel Comics including aspects of the films. Consistently met deadlines and maintained open communication with Upper Deck to ensure that brand representation is in line with their vision.

### **Illustrator, LucasArts / Topps** 2013-current

Responsible for working on both Star Wars: A New Hope and Star Wars: Chrome Perspectives trading card sets of 50-100 cards. Focused on recreation of iconic characters while keeping the designs consistent with the Star Wars Universe and the actors of the films. Integrated knowledge of both the film and literary Star Wars Universe in the designs. Consistently met deadlines and maintained open communication with LucasArts and Topps.

### **Freelance Photographer**, 2006-current

Responsible for photographing Weddings, Sweet Sixteens, Bar and Bat Mitzvahs as well as various other special events. Photography and videography coordinator for apple internal videos, core and store openings as well as documenting workshops and market events. Community leader on Instagram by being featured on Instagram's Suggested User list in 2014.

## Education

The School of Visual Arts, New York City, NY — BFA Illustration, 2008, 3.8 GPA

## Skills

Design skill set: Adobe Photoshop, Adobe Illustrator, Motion, After Effects, Pages, Keynote, iBooks Author, Corel Painter, Basic CSS

Illustration skill set: Watercolor, Gouache, Marker, Pen & Ink, Adobe Photoshop & Illustrator

Teaching: Aperture, Motion, Final Cut Pro X, Mac OS X and iOS, iWork and iLife suites.