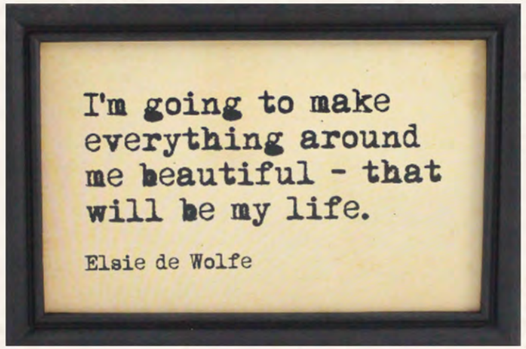
November 2025

# JESSICA BERNERT

## CREATIVE DIRECTOR & BRAND STRATEGIST

**Crafting brands that move people**




A quote that hangs in my home office.

**Creative Direction** is not just a job title, it's how I live my life. It's in my home, my cooking, my style, and even the way I take an instagram photo or create a reel.

This flows into the work as a part of my being. I grow brands from the inside out, with clarity, beauty, and **purpose.**

# my approach

Every brand holds a truth – a rhythm beneath the surface that people can feel. My work begins by listening to that pulse, uncovering what's real, and translating it into design that communicates clearly and authentically.

I combine strategic frameworks with intuitive design thinking to align identity, message, and experience.

The result is a brand that doesn't just look good – it feels like truth made ***visible.***

# From Field to Future: *Strategic Reinvention* of Great Western Malt

Craft meets clarity.

GREAT WESTERN MALT
THE HEART OF YOUR CRAFT

## Industry
Beverage / Agribusiness

## Role
Creative Director / Designer Lead / Project Manager

## Scope
- Brand audit & workshop, in-depth research
- Creative direction & new brand look with messaging
- Packaging design (malt bags), collateral, signage
- Brand Video. ⬅ ( VIEW BRAND FILM)

## Challenge
This 80-year-old agri-business needed to speak to the craft brewing & distilling community with new energy and modern relevance. Great Western Malt is a subsidiary of United Malt and GrainCorp, an Australian company based in Sydney.

## Approach
I led a design process rooted in narrative – and based on research, blending the brand's historic origins with a modern, approachable aesthetic. The goal was to create something earthy, strong and show pillars of agribusiness along with craft of the drink.

## Outcome
The brand went from static social media and outdated visuals to a dynamic digital presence, packaging system, and boosted sales + retention.

# From Field to Future:
# *Strategic Reinvention* of Great Western Malt

Craft meets clarity.

PHOTOSHOOT: FIELD, PRODUCT + LIFESTYLE SHOOTS

PACKAGING SUITE FOR MALT BAGS SPECIAL SERIES

PACKAGE DESIGNS FOR MALT BAGS

# Coast Cabins
# Quiet Luxury Branding for a Coastal Retreat

*Design that whispers sophistication– anchored in nature.*

## Industry
Boutique Lodging / Luxury Hospitality

## Role
Creative Director / Designer Lead / Project Manager

## Scope
- Brand
- Signage
- Collateral
- Website

## Challenge
Nestled in a bamboo grove in Manzanita, Oregon, Coast Cabins required a brand identity that embodied tranquillity and understated luxury. The visual system needed to feel timeless and serene, while also communicating the refined comfort of the experience.

## Approach
We reimagined the brand through a minimal yet rich identity system – classic typography, calm color palette, and photographic tone that reflected natural light, texture and place. The logo and collateral weren't just assets; they became part of the guest's first sensory impression of the property.

## Outcome
The refreshed brand positioned Coast Cabins as a destination of quiet elegance and elevated comfort. From signage to website to brochure, every touchpoint delivers a unified sense of calm luxury – a boutique retreat that stands the test of time.

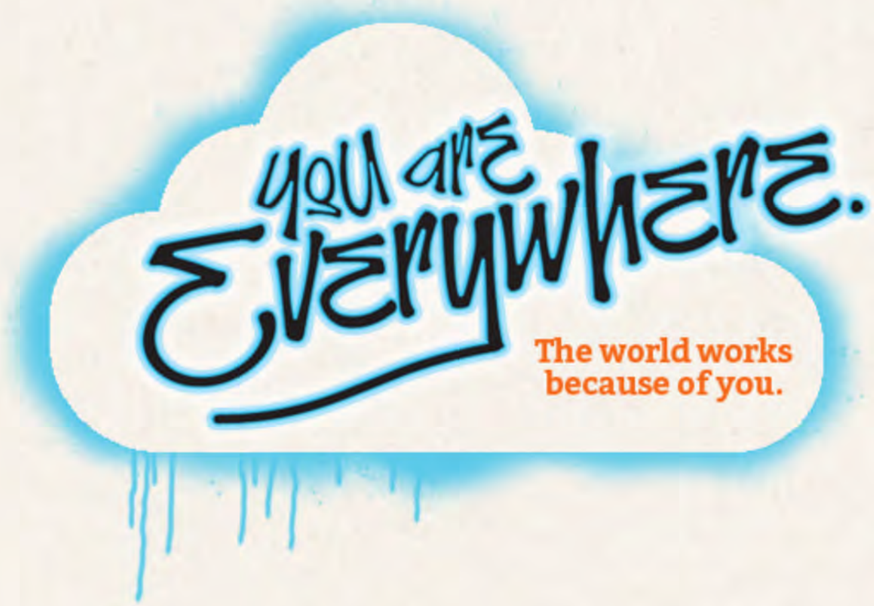
# Coast Cabins
# Quiet Luxury Branding for a Coastal Retreat

*Design that whispers sophistication – anchored in nature.*

MARKETING MATERIALS FOR THE CABINS

# Google Cloud
# Culture & Engagement Campaign

Building Internal Pride at Scale




## Role

Commissioned by agency partner to lead creative direction for Google Cloud's internal brand engagement campaign.

## Scope

- Internal Brand Campaign
- Employee Engagement
- Motion Assets
- Environmental Design

## Challenge

Within Google Cloud's fast-paced global culture, the internal team needed a unifying creative platform that inspired pride, connection, and purpose. *The brief:* develop an internal campaign that reflected both the scale of innovation and the humanity behind the brand.

## Approach

We crafted a bold, optimistic concept built around the idea of collective intelligence – that every employee is part of the cloud. Through motion graphics, environmental design, and simple, powerful statements, the campaign elevated morale and reinforced shared identity.

## Outcome

The campaign sparked new energy across internal channels – from office screens to event installations. Engagement exceeded expectations, and employees described feeling "seen and connected" to the larger mission.

This project underscored the power of design to build not just brands, but culture.

**Google Cloud**
**Culture & Engagement Campaign**
Building Internal Pride at Scale

MERCH AND WEARABLES

ENVIRONMENTAL WALL DESIGNS

# Expertise & Impact

## Selected Achievements

- 25 years leading creative strategy & design across beverage, hospitality & industrial brands
- Guided multiple rebrands that strengthened long-term client growth and market positioning
- Work featured in hospitality, packaging and public art exhibitions
- Recognized for blending intuition and precision to build authentic brand identities

## Expertise

- Creative Direction & Brand Strategy
- Packaging & Visual Identity
- Campaign Storytelling
- Cross-Category Experience – Beverage, Hospitality, Industrial

## Highlighted Brands

Google Cloud
Great Western Malting
Zoiglhaus Brewing
Domaine de Canton
Multnomah Whiskey Library
Humdinger Pizza
Wilsonville Concrete Products
Lingua Franca Wines
Bernert Navigation

## Leadership & Collaboration Expertise

- Lead multidisciplinary teams with clarity, empathy, and shared creative vision.
- Skilled at building trust with executive clients and presenting strategy with confidence.
- Experienced in mentoring designers and guiding high-performing creative teams.
- Collaborate seamlessly with marketing, product, and brand leadership to align strategy and design.
- Combine emotional intelligence with systems thinking to deliver meaningful, lasting brand experiences.

**Tools**

Adobe Creative Suite • Figma • Canva • Chat • Slack • Asana • Meta • Google Business Tools • WIX • Squarespace •Zoom • *and many more platforms in daily use*

# The Person.

**Who Am I?**

Outside of work, I’m an oil painter and traveler who finds inspiration in movement, nature, and stillness. Recently, I completed a full rebrand for my family’s industrial company and am now open to new opportunities.

For the last few years, I’ve been helping my family’s industrial company rebrand and get their marketing up to speed. I am finished with that and looking for new opportunities!

Creativity is in all aspects of my life.

**Jessica M. Bernert**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# Let’s Build Something.

Thank you for consideration.