



Jessica Bernert **Creative Director | Brand Systems & Strategic Storytelling**

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Strategic Creative Director with 20+ years leading brand and marketing ecosystems across beverage, hospitality, and industrial sectors. Expert in building scalable creative systems that unify design, data, and storytelling to drive measurable growth. Known for mentoring multidisciplinary teams and leveraging AI and process innovation to deliver high-impact results for clients and stakeholders.

Core Competencies

Creative Strategy · Brand Systems · AI-Enhanced Design Workflows · Campaign Leadership · Creative Operations · Cross-Functional Team Leadership · Digital & Print · Budgeting & Resource Allocation · Client Relationship Management · Mentorship & Team Development

- Directed creative for 40+ beverage and lifestyle brands, scaling multi-channel campaigns across North America.
- Built and led 10-person design, strategy, and production team delivering 300% increase in client visibility.
- Developed scalable creative workflows integrating AI-assisted design and data-driven brand systems.
- Recipient, American Marketing Award for Web Design; AIGA Mentor.

Experience

Pail Inc. | Founder & Senior Creative Director | Portland, OR | 2002 – Present

Pail Inc. is a boutique branding and creative direction studio specializing in beverage, hospitality, and lifestyle brands. As founder and creative lead, I've built and scaled a multidisciplinary team delivering concept-to-launch brand systems for clients ranging from local producers to national labels.

Key Achievements

- **Directed 40+ brand launches across beverage, hospitality, and industrial sectors**—spanning packaging, digital, print, and retail environments.
- **Developed scalable creative workflows** integrating AI-assisted design, data insights, and cross-platform asset libraries, increasing efficiency 25%.
- **Managed multimillion-dollar project portfolios** from budgeting through production, vendor sourcing, and media delivery.

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- **Led and mentored cross-functional teams** of designers, writers, and strategists, building a culture of innovation and accountability.
- **Strengthened client partnerships through strategic brand consulting**, elevating visibility and long-term retention across multiple industries.
- **Partnered with videographers, photographers, and social teams** to produce cohesive campaigns that translated design into measurable engagement growth.

FINN Partners, Senior Graphic Designer (Contract) 2021–2022

Served as lead designer for two major Google Cloud global campaigns, collaborating with a 22-member creative and strategy team. Translated complex technology messaging into high-impact visual systems that aligned with Google's global brand standards.

Key Achievements

- **Directed creative execution for end-to-end campaign assets** — including digital, motion, print, event, and promotional materials — viewed by audiences across multiple regions.
- **Elevated design systems** by developing scalable templates and cross-channel consistency guides that increased production efficiency and brand coherence.
- **Partnered with copywriters**, UX leads, and developers to ensure user-centric storytelling across web, email, and event touchpoints.
- **Presented and secured approval for campaign concepts** with senior stakeholders, leading to adoption of design strategies that enhanced engagement and clarity.

Palindrome Communities, Senior Creative Director 2019–2021

Directed the creative and brand vision for a multi-division real estate and hospitality company spanning breweries, boutique hotels, and residential developments in Oregon and New Mexico. Oversaw a full in-house and vendor creative network, leading projects from brand concept to launch.

Key Achievements

- **Developed brand architecture uniting five distinct verticals**—Corporate, Capital, Property Management, Hospitality, and Development—under one cohesive creative framework.
- **Launched and directed branding** for four craft breweries and two boutique hotels, including logos, packaging, marketing campaigns, and interior design direction.
- **Supervised cross-functional teams** (design, copy, digital, environmental) and built workflows that streamlined communication between marketing and development divisions.
- **Led creative direction for hospitality interiors**—restaurants, event centers, and branded environments—ensuring aesthetic alignment with each property's story.

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Barista Magazine, Art Director, 2003–2010

Led art direction, design, and production for this internationally recognized specialty coffee publication.

- Managed all visual content including layout, photography direction, and ad management.
- Partnered with illustrators, writers, and event teams to align creative with global coffee industry trends.
- Supported trade show and competition branding (Coffee Fest, SCAA Events).
- Strengthened brand identity through award-winning editorial design and consistent visual storytelling.

Education

Portland State University – B.S. in Social Science, Minor in Sociology,
Majored in Graphic Design

Northwest College of Art – Graphic Design Program

Selected Awards & Recognition

HOW Magazine Design Award – Featured Designer (1999)
Macromedia Design Daze – 1st Place, Branding Animation (2000)
Portland Business Journal – Dossier Feature, Women in Business (2003)
American Marketing Award – 1st Place, Jane’s Vanity Website Design (2015)
AIGA Mentorship Program – Mentor for Design Graduates (2022)

Professional Skills

Creative Tools

Adobe Creative Suite · Figma · After Effects · Google Suite · PowerPoint / Slides ·

Platforms

Wix · Squarespace · Social Media Management Tools · Slack · Asana · Dropbox · YouTube

Capabilities

Brand Strategy · Campaign Development · AI-Assisted Design · Team Leadership · Vendor Relations · Budgeting · Production Oversight · Mentorship

Emerging Platforms / Tools

Chat, Perplexity, Meta, IG, Google, Ai assisted design, Canva · CapCut

References (available upon request)