

# maggie lynn berry

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## summary

Award-Winning Graphic Designer with seventeen years diverse experience in digital and print design and production. Accomplishments include projects in editorial design, corporate identity & branding, professional sports and music industry.

## experience

**Maggie Lynn Berry Design** . Nashville, Tennessee 2013 - Present  
Owner/Designer

**Latocki Team Creative** . Nashville, Tennessee 2008 - 2012  
Senior Graphic Designer

### Art Direction/Graphic Design:

- Acted as an integral team member and major player in the execution of exceptional graphics that visually communicate a brand's personality while upholding the integrity & high standards of the company.
- Helped steer the creative team's focus towards turning a client's content into form that demands attention by providing feedback and support that not only reflects current design trends but also explores many different and unique creative avenues.
- Able to maintain the demands of a variety of creative tasks while operating in a unique, small business environment that generates a high level of client exposure & activity.

**Gaylord Opryland® Resort & Convention Center** . Nashville, Tennessee 2005 - 2008  
Graphic Designer . Marketing, PR & Special Events

### Project Management:

- Coordinated and maintained an efficient production schedule alongside an Account Manager to ensure successful results in fulfilling our clients' creative needs.
- Worked closely with outside vendors to ensure successful print and production schedules.
- Upheld a high standard of quality within our creative team through art direction, critiques and overseeing internal & external print & production processes.

### Art Direction/Graphic Design:

- Responsible for layout/design needs for Gaylord Opryland Resort & Convention Center.
- Responsible for taking ownership of each assigned project and seeing the job through from beginning to end.

**Freelance Designer** . 2004 - 05

**Nashville Predators** . Nashville, Tennessee 1999 - 2004  
Graphic Designer . Communications and Development

### Project Management:

- Set up and maintained a production schedule to accommodate multiple publication schedules.
- Selected vendors for any needed outside creative services.
- Attended press checks.

### Art Direction: 2000 . 2004 Nashville Predators Official Team Yearbook

- Launched initial conceptual and stylistic direction to be followed in each publication.
- Maintained an open line of communication between all parties in the creative team (editorial staff as well as an off-site production staff and designer).
- Directed and assisted team photographer in photo shoot.

### Graphic Design:

- Responsible for layout and design for all publications distributed by the Nashville Predators (Saber Tooth Times, Predators Press and Nashville Predators media guide).
- Designed various projects for the Nashville Predators Foundation and Youth and Amateur Hockey including brochures, programs, annual reports and signage.

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## experience

**Austin Peay State University** . Clarksville, Tennessee 1999  
Graphic Designer . Public Relations/Publications

### Graphic Design:

- Created design and layout of assigned projects. Examples of work included brochures, manuals and page layout.

## education

Austin Peay State University . Clarksville, Tennessee  
BFA in Graphic Design, 1998

## technical

Adobe InDesign . Adobe Illustrator . Adobe Photoshop . Adobe Acrobat . QuarkXpress . Pages . Keynote

## awards

### Leadership:

2007 Gaylord Entertainment President's Award Nominee - August  
2007 Excellence In Leadership Award, Finalist -March  
2006 Excellence In Leadership Award, Nominee - Quarter 3

### Design:

2011 Silver Addy Award - AAF  
Broken Bow Records - Jason Aldean Country Radio Seminar Environmental Graphics

2010 Gold Addy Award - AAF  
SESAC Magazine

2009 AIGA Case Awards - Merit Award  
Latocki Team Creative - Self Promotion

2009 AIGA Case Awards - Merit Award  
Coondog Corporate Events - Promotional Package

2006 Silver Addy Award - AAF  
Gaylord Opryland Resort & Convention Center New Year's Eve Direct Mailer

2006 American In-House Design Award - Graphic Design USA  
Relâche, the Spa at Gaylord Opryland Letterhead & Envelope

2006 American In-House Design Award - Graphic Design USA  
Best of Gaylord Hotels Cuisine Cookbook

2006 American In-House Design Award - Graphic Design USA  
Gaylord Opryland Resort & Convention Center New Year's Eve Direct Mailer

2004 American Graphic Design Award - Graphic Design USA  
2003-04 Nashville Predators Team Yearbook