



Joanne Bergeron

Director of Creative Production | Freelance Designer

JBergeronDesign.com

Work Experience

Primacy — Farmington, CT

Director of Creative Production | March 2026 – Present

- Own the end-to-end creative production strategy across digital and print, setting standards and workflows that scale across the organization.
- Champion brand integrity at the highest level, establishing quality benchmarks and holding all creative output to consistent production excellence.
- Partner with executive creative and development leadership to align production strategy with broader business and campaign goals.

Associate Director of Creative Production | March 2023 – March 2026

- Lead creative production across digital and print, managing assets from campaign kickoff through final delivery.
- Drive brand consistency across all creative output, ensuring every asset meets the highest production standards.
- Collaborate closely with creative leads and development teams to bring cohesive, integrated work to life.

Creative Production Manager | June 2020 – Feb 2023

- Mentored a small creative team, actively supporting their professional growth and helping both advance into new roles and disciplines.

Senior Graphic Designer | July 2016 – June 2020

- Led design initiatives and began stepping into a leadership role, establishing design systems and mentoring junior designers.

Education

University of Hartford Art School

Bachelor of Fine Arts (BFA)

Certifications

- **AI for Creative Work Specialization** — Coursera (February 2026)
- **Google Prompting Essentials** — Coursera (January 2026)
- **IAAP Digital Accessibility Course** — IAAP (February 2026)
- **UI/UX Design Specialization** — Coursera (2020)
- **Adobe After Effects: Complete Course from Novice to Expert** — Udemy (2021)

Skills

Design & Production

- Adobe Creative Suite
- Figma
- Print Production
- Digital Ad Campaigns

Web & Technology

- Responsive Web Design
- HTML5 Banner Animation
- Digital Accessibility & Inclusive Design (WCAG)

AI Tools

- ChatGPT
- Claude
- Adobe Sensei

Leadership & Collaboration

- Project Leadership & Mentorship
- Cross-functional Team Collaboration
- Creative Problem-Solving