



Jessica Bernert
jessica@paildesign.com

01

EDUCATION

FALL 1998 – SPRING 2000

Portland State University
Graphic Design, Bachelor of Social Science

Minor in Sociology with emphasis on Social Psychology
Study in Graphic Design, top of class.

1996–1997

Northwest College of Art
Graphic Design program
Poulsbo, Washington

Undergrad art studies.

02

EXPERIENCE

FEBRUARY 2002 – PRESENT

Owner
Pail Inc., Portland, Oregon

As the founder and creative lead of Pail, my design studio of 20+ years, I've specialized in branding and creative direction for beverage clients—ranging from local craft producers to international luxury labels. Pail has served as a full-service partner across packaging design, brand development, consulting, and brand management, with deliverables spanning print, web, events, photography, video, social, and retail. I've led creative teams, managed client relationships, overseen production and vendor partnerships, and mentored designers to consistently deliver elevated, strategic work. From budgeting and project timelines to cross-channel execution, I've built and scaled creative systems that support both business growth and strong brand presence.

NOVEMBER 2021 – JUNE 2022

Senior Graphic Designer, (contract position)
FINN Partners

Senior Graphic Designer on contract with [FINN Partners](#). I was the lead designer for two large Google Cloud campaigns with a team of 22 people. My work involved creative branding and campaign design, execution and collateral that included posters, illustration, apparel, email, web, and more.

APRIL 2019 – MAY 2021

Senior Creative Director
Palindrome Communities
Real Estate Developer, Oregon & New Mexico

As Creative Director for a multi-division real estate development company, I led the creative vision across five distinct verticals—including four craft breweries and two boutique hotels. I oversaw brand development and marketing strategy for Corporate, Development, Capital, Property Management, and Hospitality, ensuring a cohesive yet differentiated brand presence across all channels. My role included end-to-end beverage branding, hospitality campaigns, and environmental design, where I led the creative and interior direction for two restaurants, a vintage bar, an event center, and branded office spaces. I also managed external vendors, led cross-disciplinary creative teams, and built out internal content workflows—training and guiding social media teams to create consistent, high-performing content for each brand.

JULY 2003 – SEPT 2010

Art Director
Barista Magazine, Portland Oregon

Responsible for the layout, creativity, ad management and vendor management of illustrators and photographers to lead the layout, design and production of *Barista Magazine*. Contributed to Coffee Fest, SCAA Events and Coffee Competitions.

03

ACCOLADES

1999

HOW Magazine design award

Featured designer for branding work

2000

Macromedia Design Daze Award 1st Place

First place in a vector animation movie for my branding project and presented it live for Macromedia Daze Conference

2003

Portland Business Journal Dossier

Featured for Portland female business owner

2005

The Womens Soiree / PDX and Seattle

Started a womens business networking group that grew two chapters, Portland and Seattle.

2015

First Place Winner for Jane's Vanity Website Design

American Marketing Awards

2022

AIGA Mentorship Program

Mentor for upcoming Graphic Design graduates at local Universities.

04

SKILLS

Branding Focused

Figma / Adobe After Effects

Great Communicator

Art Direction for Photoshoots/Video

Self-disciplined

Creative Thinker

Adobe Creative Suite (ALL)

Google Suite Programs

Powerpoint and Google Slides

WIX / SQUARESPACE

Social Media Management

Video Production Art Direction

Mentorship qualities

Slack, Dropbox, BOX, Asana, Basecamp

05

PERSONAL

I'm an empty nester with a healthy balanced lifestyle. In my spare time, you'll find me taking long walks in my neighborhood, gardening, traveling, or working on my next large oil painting in my art studio.

Creativity is in every aspect of my life and I enjoy challenging myself with new creative ideas.

PROFESSIONAL REFERENCES

01 Chris Bartell
Colleague
chris@chrisbartell.com
(503) 916-9780

I worked with Chris for a handfull of years. We partnered on many high-end projects and ran brand workshops together through our company, RedTedBrands.com

02 Mike O'Toole
President, Great Western Malting
motoole@graincorp malt.com
(360) 905-3379

Mike is the President of one of the largest malting companies in the USA, and served as my client contact for the Great Western Malt rebrand project I led.

PERSONAL REFERENCES

03 Scott Nowack
Friend / Mentor
scott.nowack@gmail.com
(503) 784-4071

Scott was the Portland Advertising Federation President and my business mentor for many years.

04 Michael Knapp
Friend / Mentor
michael@rivercapitalpdx.com
(503) 706-2001

I've known Michael since 2013. I served as a volunteer for his non-profit, The World Salmon Council for eight years. He also helped me with my business practices through the years.

05 Gloria Sica
CFO at Fulcrum Drive
Friend / Mentor
gloria@fulcrumdrive.com
(541) 990-6292

I've worked with Gloria on many projects in the past, she is a mentor and colleague, and well involved in the business community.