

Jessica Bernert

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Dear Hiring Team at BADBERRIES,

I'm excited to introduce myself for your freelance Design Director role. After 25 years leading creative for brands across beverage, construction, agribusiness, and lifestyle industries, I'm most energized by what you describe — a space for exploration and play that leads to bold, original work.

I've guided multi-disciplinary teams through brand strategy, campaign direction, and storytelling for clients ranging from coffee and **Syngenta**, to local wineries; **Stoller** and **Lingua Franca Wines** to **Google Cloud** Campaigns and **Great Western Malt** brand and packaging. My work bridges worlds — from hands-on design and motion-based storytelling to mentoring designers to stretch creatively while staying strategically grounded.

What I admire most about BADBERRIES is your energy — the unicorn-meets-rainbow spirit that's both irreverent and refined. I share that belief that great design happens when curiosity leads, and creative risk. I thrive in collaborative, remote-forward environments where quick creative sprints and conceptual bravery are the norm.

I've included a short video introduction to share a bit of my personality and approach. Thank you for considering my application — I'd love to collaborate on your upcoming projects and bring my visual storytelling experience and design direction to your team.

Warm regards,



Jessica Bernert