



LANCE BERKA

GRAPHIC DESIGNER



ABOUT ME

Lance Berka was born and raised in the community of Wisconsin Dells, Wisconsin. With early influences of self-expression, Lance soon became a traditional artist. He soon realized however, that if he wished to change his passion into a career, he could not do it alone. Following high school, he moved to Madison, Wisconsin to attend Madison Area Technical College. Graduating with an Associate's Degree in Graphic Design, he attained a job as a designer in the marketing department of one of the areas premier resorts. For the last decade, Lance has begun to rekindle his love for raw design, including drawing and painting, Inspired by comic books, cartoons, skateboard culture, music, people, and the ever-constant compilation of random images streaming through his brain.

CONTACT

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WORK EXPERIENCE

MARKETING GRAPHIC DESIGNER

Kalahari Resorts, Wisconsin Dells
September 2006 - June 2020

Concepting and designing marketing materials while collaborating with a team of other designers, web designers, social media manager and the marketing team. Complete in house and out of house marketing pieces received from the marketing manager pertaining to all areas of the resorts, restaurants, retail outlets and golf course.

Employee of the month December 2018

FREELANCE WORK

Next Door Brewing Company, Madison, WI, 2014
Event poster

Vintage Photos, Wisconsin Dells, WI, 2012
Logo design.

Noble Hounds, Wisconsin Dells, WI, 2010
Logo and business card design.

VOLUNTEER WORK

Joshua Kuhls Memorial, Wisconsin Dells, 2018
Logo design, event flyers, posters business cards and registrations forms.

SKILLS



EDUCATION

Associate of Applied Arts in Graphic Design and Illustration,
Madison Area Technical College, 2006 Madison, WI.

Wisconsin Dells High School, June 1998 Wisconsin Dells, WI

INTERESTS

DRAWING • PAINTING • HOCKEY • BILLIARDS
COLLECTING GIG POSTERS • MUSIC

ONLINE PORTFOLIO CAN BE FOUND AT WWW.LANCEBERKA.COM