



ANDRÉ DOMINIC BERGÉR

CREATIVE DIRECTOR & DIGITAL TRAINING CONSULTANT

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Profile: Senior Creative Director & Digital Training Consultant with 15+ years of international experience bridging high-end visual production, web development, and scalable corporate training programs for global brands including Apple and Philips.

WORK EXPERIENCE

Creative Director & Owner

Mar. 2011 – Present

André Bergér Design

- Providing creative direction, brand design, and web development with a focus on WordPress and modern CMS platforms.
- Handling web projects end-to-end, including site layout, UI/UX design, custom implementations, and server migrations.
- Managing commercial photography, video production, and print/editorial design for international clients.

Apple Certified Sales Trainer

Nov. 2011 – Nov. 2026

Apple Inc. (EMEA)

- Delivered high-performance product and sales enablement programs across EMEA retail teams to drive adoption, technical knowledge, and sales consistency.

Digital Training Consultant

Feb. 2019 – Dec. 2025

Philips GmbH

- Designed and deployed enterprise e-learning platforms and web-based training workflows across the DACH region to scale product knowledge for sales channels.
- Consulting on training design to support sales teams and help improve product knowledge across key channels.

Digital Design & Typography Lecturer

Apr. 2016 – Feb. 2017

Group INSEEC

- Delivering courses on digital design, layout systems, typography, and visual communication.

EARLIER EXPERIENCE

Product & Design Manager / Freelance Designer

2003 – 2010

Pasabahce & KHP Consulting (Istanbul & London)

KEY CLIENTS & BRANDS



CORE COMPETENCIES

- Creative & Art Direction
- Web Design & WordPress Development
- UI/UX Design & Web Architecture
- Corporate Identity & Branding
- Instructional Design & Training
- Editorial & Typography Design
- Photography & Video Production

SOFTWARE & TOOLS

WEB & CMS

WordPress, HTML/CSS, LMS Tools

DESIGN & CREATIVE

Adobe Creative Cloud, Affinity Suite, Capture One

VIDEO & MOTION

DaVinci Resolve, Final Cut Pro, Motion, Compressor, Soundtrack

CERTIFICATIONS

- Apple Certified Sales Trainer
- Apple Certified Support Professional (ACSP)
- Apple Certified Associate Mac Integration

EDUCATION

BA (Hons) Visual Communication

First-Class Honours / Summa Cum Laude (4.0)

American Intercontinental University, London

Sept. 1998 – June 2003

Focus: Photography & Graphic Design

High School Diploma

Institut auf dem Rosenberg, Switzerland

Sept. 1988 – June 1998

LANGUAGES

German: Native | English: Fluent