



BETHANY GREENBERG DESIGN

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EXPERIENCE

7/2017 - Present

Newell Brands - Art Director/Designer

- Design for e-commerce marketing emails
- Visual design for product launches and campaigns
- Designed graphics for retailers
- Art direction for Crock-Pot, Holmes, Calphalon, Bionaire & Sunbeam

5/2017 - 6/2017

Freelance Visual Designer (Estée Lauder)

- Designed editorial emails, graphics for retailers and e-commerce site updates

4/2016 - 5/2017

Nautica (VF Corporation) - E-commerce Graphic Designer

- Designed site updates that improved user experience
- Designed editorial & promotional emails
- Re-designed responsive website
- Designed and helped implement site improvements including updating the information architecture
- Designed and prototyped new monogramming experience
- Pitched user experience updates to senior management team
- Photo retouching and color correction
- Website QA and testing

1/2014 - 3/2016

Bluefly - E-commerce Designer

- Designed online editorials for Bluefly and Belle & Clive
- Visual design for landing pages & information pages
- Photo retouching and color correction
- Designed editorial & promotional emails
- Design of type lockups including hand lettering
- Sketching and concept development
- Redesign of the new Bluefly blog
- Animation for sales on Belle & Clive

9/2010 - 11/2013

Phase One Network - Graphic Designer & Web Designer

- Designed and illustrated CD packaging
- Web design and development using HTML, CSS & Wordpress
- Designed logos and identities for artists and company subsidiaries



EDUCATION

2005 - 2009

The University of the Arts - Philadelphia, Pennsylvania
Bachelor of Fine Arts in Illustration (Focus: Design)



SKILLS & SOFTWARE

Digital Design, Identity Design, Branding, Web Design, Typography, Visual Design, Illustration, Hand Lettering, Traditional & Digital Drawing, Wireframing, UI Design, UX Design, Email Design, Adobe Creative Suite, HTML, CSS