



BETHANY GREENBERG DESIGN

www.bethanygreenberg.com
bgreenberg@bethanygreenberg.com
908.565.4550



WORK EXPERIENCE

7/2017 - Present

Newell Brands – E-Commerce Art Director/Designer

- Design for E-Commerce marketing emails
- Helped consistently increase email conversion for Coleman.com
- Visual design for product launches and campaigns
- Design for retail (Walmart, Costco, Amazon, and Bed, Bath & Beyond)
- Art direction and design for Crock-Pot, Contigo, Calphalon, Bionaire, Sunbeam, Holmes, and Coleman
- Prototyping and design of Coleman landing pages
- DTC web design

5/2017 - 6/2017

Estée Lauder – Freelance Visual Designer

- 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 for category pages and homepage
- Designed editorial and promotional emails
- Redesigned responsive website
- Updated the information architecture
- Designed and prototyped new monogramming experience
- Website QA and testing

1/2014 - 3/2016

Bluefly – E-commerce Designer

- Designed site assets for Bluefly and Belle & Clive
- Visual design for landing pages
- Designed editorial and promotional emails
- Design of type lockups including hand lettering
- Sketching and concept development
- 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, and 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, Project Management, Art Direction, Traditional and Digital Drawing, Wireframing, UI Design, UX Design, Email Design, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Sketch, InVision, HTML, CSS