

# Martha Berry

digital creative in UX/UI and marketing

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## SKILLS

Visual Design, Prototyping, Interaction Design, Data Viz, UX Mapping, Branding, Design Research, Storyboarding

## APPLICATIONS

Figma, Sketch, Photoshop, Illustrator, InDesign, After Effects, Google & Microsoft applications

### Sermo, Senior Designer

New York, NY, June 2021 - July 2023

- Prototyped, tested, and delivered new features, enhancements, and initiatives on community and client-facing platforms
- Spearheaded a new system of components for the growth team, aligning with outreach goals and engineering constraints
- Designed responsive interfaces for consistent and engaging interactions across devices
- Supported marketing and growth teams with various design needs (including social, emails, landing pages, decks, animated ads, whitepapers)
- Storyboarded animations, effectively visualizing the flow and sequence of events
- Conducted competitive analysis to drive innovation and maintain a competitive edge while utilizing conventional design patterns

### cups, Lead Designer

Brooklyn, NY, February 2019 - September 2020

- Created and expanded a new brand identity system for a startup serving local coffee shops
- Researched, tested, and collaborated to develop versatile brand solutions reflective of the company culture
- Responsible for all digital and print assets, including package design, web, email, animation, and printed marketing material
- Led the brand design direction for the new customer-facing dashboard and structured the company website
- Provided art direction and management for external partners in illustration and photography for branding initiatives

### The Museum of Modern Art, Digital Design Manager Consultant

New York, NY, September 2018 - January 2019

- Designed emails and web assets for the MoMA Design Store to attract and retain customers
- Deployed emails and implemented website updates in HTML
- Trained and delegated responsibilities to new designers shortly after joining the team

### buybuyBaby, Digital Designer Consultant

New York, NY, June 2018 - August 2018

- Established brand direction and optimized efficiency by designing email templates
- Collaborated with developers, marketers, and project managers to ensure brand identity compliance and timely deployment

### The Metropolitan Museum of Art, Graphic Design Consultant

New York, NY, December 2016 - May 2018

- Established enduring design templates to strengthen visual brand alignment between the museum and store, serving as a lasting guide beyond my tenure

### Folica, Web Designer

New York, NY, May 2013 - August 2016

- Contributed to the successful implementation and enhancement of wireframes, web assets, emails, and landing pages during the company's rebranding, ensuring alignment with the new brand identity and strengthening its impact

### American Psychological Association, Graphic Designer

Washington, DC, August 2009 - August 2012

- Designed advertisements, brochures, emails, exhibition signs, and more for member re-engagement online, direct mail, and at the APA annual convention in a two-person design team

### A Southern Season, Graphic Designer

Chapel Hill, NC, August 2007 - December 2008

- Managed diverse projects independently across all departments of a gourmet food store, restaurant, and cooking school

## EDUCATION

### M.F.A. in Design for Social Innovation

School of Visual Arts, New York, NY, 2012 - 2014

### B.F.A. in Graphic Design, Minor in Art History

James Madison University, Harrisonburg, VA, 2003 - 2007

## CONSULTANCY WORK

Effectively support and lead diverse projects, delivering impactful solutions in UX/UI and marketing design for organizations including 92nd St Y, Merkley + Partners, FSA Store/HSA Store, TH Experiential, and more