

Martha Berry

digital creative in product and marketing

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, 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

MORE CONSULTANCY WORK

TH Experiential, 2021

UI Design, Digital Experiential Design

Merkley + Partners, 2021

Web Design, UI Design

FSA Store/HSA Store, 2018 & 2019

UI Design, Marketing Design

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

CERTIFICATES

Product Psychology Masterclass Growth.Design, 2023

UX Design Professional Certificate, in progress

Google, 2023 – present

SKILLS INCLUDE

Visual Design

Branding

Storyboarding

Prototyping

Interaction Design

UX Maps & Flows

Design Systems

Data Visualization

Presentation

APPLICATIONS INCLUDE

Figma

Sketch

Photoshop

Illustrator

InDesign

After Effects

Google applications

Microsoft applications