

Martha Berry

lead digital & brand designer
integrating research and strategy

Skills

Digital Design

Print Design

Brand Design

Animation

UX/UI Design

Research

Strategy

Data

Visualization

Applications

Figma

Sketch

InVision

Photoshop

Illustrator

InDesign

After Effects

Google

Workspace

cups, Lead Designer

Brooklyn, NY, February 2019 - September 2020

- Created and expanded a new brand identity system for this startup that provides services to local coffee shops
- Researched, tested, collaborated with leadership, and synthesized development of brand solutions to be versatile across platforms and reflective of the culture and persona of the company
- Responsible for all digital and print assets including package design, web and email design, animation, and printed marketing material, as the sole designer
- Structured the company website with the new brand interface and lead the brand design direction for the new customer-facing dashboard
- Provided art direction and management for external partners in illustration and photography for the branding initiative

The Museum of Modern Art, Digital Design Manager Consultant

New York, NY, September 2018 - January 2019

- Responsible for designing emails and web assets for the MoMA Design Store for promotions, events, and product highlights to attract new customers and retain existing customers
- Coded the emails for deployment in HTML and coded the website updates on the front-end using Salesforce
- Established design templates with the Creative Director for future initiatives
- Optimized work for frequent change in priorities as marketing developed new ideas for customer retention
- Trained and delegated responsibilities to other designers as they acclimated to the brand, work load, and process, after only six weeks in the job

buybuyBaby, Digital Designer Consultant

New York, NY, June 2018 - August 2018

- Created email design templates with the new Creative Director to establish brand directions and optimize efficiency
- Partnered with the developers, marketers, and project managers to assure that updates in the brand identity fit within the developer guidelines, showcased the marketers needs, and were ready for deployment within the time constraints

The Metropolitan Museum of Art, Graphic Design Consultant

New York, NY, December 2016 - May 2018

- Responsible for digital design for The Met Store including emails and website updates to highlight promotions and products to attract our well-researched core customer
- Promoted a stronger visual connection between the museum and store brand by including art in assets when appropriate and encouraging a consistent look and feel
- Designed new collateral for external channels such as banners for the Met Store on Amazon and the wholesale print catalog
- Edited a selection of videos from the catalog photo shoot for the website and social media

Folica, Web Designer

New York, NY, May 2013 - August 2016

- Developed wireframes and final web assets, emails, and landing pages before and after this hair product company went through a rebranding that our team set parameters for as we worked
- Tailored design for customer retention and the re-engagement program
- Collaborated with sale team in private label brand packaging redesign

Education

School of Visual Arts

New York, NY
2012 - 2014
M.F.A. in Design
for Social
Innovation

James Madison University

Harrisonburg, VA
2003 - 2007
B.F.A. in Graphic
Design, Minor in
Art History

Honors

2012 Graphic Design USA

American
InHouse Design
Award

2011 Graphic Design USA

American
InHouse Design
Award

American Psychological Association, Graphic Designer

Washington, DC, August 2009 - August 2012

- Developed first concepts to final products along with the Creative Production Manager as the only two design resources for the internal marketing departments
- Designed advertisements, brochures, emails, exhibition signs, and more for member re-engagement online, through direct mail, and at the APA annual convention

Consultancy Work

TH Experiential

UI design for client review and developer hand-off for online experiential events

RAIN Agency

Landing page and email design for a well-known food brand's holiday campaign at this digital agency

92nd St Y

New York Times, Harper Magazine, and other print ads for renown cultural events

FSA Store / HSA Store

UI design for rebrand launch including website, emails, and advertising assets

Inc Design

Annual report designs for large corporations

GreenHouse: Center for Social Innovation

Infographic visualizing this company's problem-solving approach

A Southern Season, Graphic Designer

Chapel Hill, NC, August 2007 - December 2008

- Managed many projects independently for all departments of this gourmet food store, restaurant, and cooking school through organizational and communication efforts
- Created in-house signs, advertisements, package designs, newsletters, and more for the departments

Dreamit Ventures

UI/UX and print design consultation for startups in this funding and growth program

Ligo Project

Animation video for scientific education from concept to design to implementation

The Woman's Global Toolkit

Publication print design that serves as a reference for inventions and achievements of women in the Global South

Taproot Foundation

Pro bono brochure design for the Treatment and Learning Centers

U.S. Committee for Refugees and Immigrant

Pro bono print design for the annual World Refugee Survey