

# EMILY BERTRAM

CREATIVE DIRECTOR / DIGITAL PRODUCT DESIGN LEADER

## EDUCATION

### TCU

COLLEGE OF FINE ARTS  
*John V. Roach Honors College*

### BFA GRAPHIC DESIGN


Summa Cum Laude

## CONTACT

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 /emily-bertram

## AWARDS

### 32 Under 32 | Austin

2021, 2022

### ADDY Awards

2015, 2016, 2017, 2018, 2019, 2021

### DAVEY Awards

2020 - Silver

### MARCOM Awards

2020 - Platinum & Gold

### The Dieline | Feature

2019

## PROFILE

Emily is a multifaceted creative director specializing in user-centered design systems, integrated campaigns, and interactive experiences across emerging platforms. She believes the strongest ideas are backed by strategy and data, and she approaches every project with passion to champion intuitive creative solutions.

## EXPERIENCE

2020 - Present

### Bounteous

*Creative Director*

Denny's • Dutch Bros • Arby's • Freddy's • City BBQ • Hawaiian Bros • Dairy Queen

Leads creative development and visual design across web, mobile app, eCommerce, and CRM. Facilitates industry-leading design systems, demonstrates progressive creative leadership, promotes positive culture, and effectively manages a nationally distributed design team.

2019 - 2020

### Hunt Gather

*Senior Art Director*

Chipotle • Hopdoddy • NadaMoo

Created interactive website experiences, email campaigns, digital branding, and packaging designs in a fast-paced environment. Mentored designers to create a collaborative and inclusive culture of design ideation and iterative experimentation.

2019 - 2019

### Amplify Snack Brands | Hershey

*Packaging Designer*

Pirate's Booty • SkinnyPop • Paqui Chips • Oatmega

Responsible for creating, delivering, and producing packaging design, web design, brand identities, in-store displays, print + digital advertisements, and social media content for a variety of CPG brands.

2016 - 2019

### T3

*Art Director*

Allstate • Capital One • Auntie Anne's

Elevated customer experiences across digital landscapes, and developed new, innovative products to shift brand perception and drive incremental revenue. Specialized in video production, web design, social media campaigns, branding, and mobile app user flows.







2015 - 2016

### EnviroMedia

*Art Director*

## EXPERTISE

### Programs

Figma   
Sketch   
Adobe CC   
Keynote   
JIRA + Asana   
HTML + CSS 

### Skills

Creative Direction • Interaction and Experience Design  
Visual Design Systems • Retail and eCommerce  
Accessibility Audits and Compliance • Prototyping  
Concept Validation and User Testing • Career Coaching  
Client Relationship Building • DesignOps • Branding  
Packaging Design • Agile Product Development