

EMILY BERTRAM

DESIGN DIRECTOR / CREATIVE DIRECTOR

EDUCATION

TCU

BFA GRAPHIC DESIGN
John V. Roach Honors College

Summa Cum Laude | 3.9 GPA

CONTACT

emilybertram.com

512 529 2822

hello@emilybertram.com

 /emily-bertram

AWARDS

W3 Awards

2023 - Gold x2

The Webby Awards

2023 - Apps and Software

32 Under 32 | Austin

2021

ADDY Awards

2021, 2019, 2018, 2017, 2016, 2015

MARCOM Awards

2020 - Platinum & Gold

The Dieline | Feature

2019

PROFILE

Emily is an Austin-based Product Design Director who crafts unique user experiences with engaging and clean design. Her approach aims to elevate brands by strategically communicating their unique brand -while streamlining process using data and clear organization. She is a highly effective leader and **team builder** with a natural ability to scale and manage teams.

EXPERIENCE

2020 - Present

Bounteous

Design Director

Smoothie King • Dutch Bros • Denny's • Arby's • Freddy's • City BBQ • Hawaiian Bros

- Acts as a cross-functional design leader within the Product Design and Creative teams, collaborating with other leads to evolve and refine our design systems and ensure visual cohesion and engineering efficiency across all user touch-points.
- Initiates and leads the strategic design and creative development of mobile apps, web, email, video, and digital campaign products from concept to production.
- Inspires and elevates the level of craft within the design team - promoting a passion for design excellence and a commitment to delivering high-quality work.

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

The Hershey Company | Amplify Snack Brands

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 | Material+

Art Director

Allstate • Capital One • Auntie Anne's

Elevated customer experiences across a variety of digital landscapes in addition to developing new, innovative products to shift brand perception and drive incremental revenue. Specialized in video, web design, social media, branding, and mobile apps.

2015 - 2016

EnviroMedia

Art Director

EXPERTISE

Programs

Figma 
Sketch 
Adobe CC 
JIRA + Asana 
HTML/CSS 

Skills

Creative Direction • Product Design • Design Systems • User Interface (UI) Design • User Experience (UX) Design • Accessibility Audits and Compliance • Prototyping • Concept Validation and User Testing • Leadership • DesignOps • Client Relationship Building • Branding