



Eric Bertelsen

CREATIVE UX / VISUAL DESIGNER

CONTACT



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WORK EXPERIENCE

2019 – **Aetna Health Cloud with the “Critical Kidney Disease” Team** Senior Product Designer

My challenge is to harmonize the CVS, Aetna, and internal agency branding to create a new CKD style. Our main goal is to help our customers who suffer from chronic kidney disease feel healthy. Aetna Health Cloud is moving fast using Agile/SAFe Team-based projects. I am also tasked to create a design system for the web responsive design and for planned work on mobile and tablet devices.

2018 – 2019 **General Electric (GE)** Senior Visual Product Design / Design System Specialist

As a member of the GE Automation team, my goal is to create UX designs that enable the operators of our products to concentrate on their manufacturing tasks using a human/machine interface to optimize their operations. I'm passionate about understanding users and focus on solving their problems while creating a product experience that they enjoy.

My role involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function of the visual aspects of GE's tools.

2014 – 2018 **Bank of America** vSenior Interactive Visual / Mobile Design / Design System Specialist

Joined the Bank's online (authenticated) banking team to bring a fresh vision to the Bank customer experience. I worked with a fluid team of interaction designers, writers and business stakeholders to define and execute project requirements within the branding and visual language of the site. My projects ranged from informational (art directing external agencies to design infographics) to highly functional (such as bill pay and transfers redesign, live chat from an external vendor, and mobile payment transfers on iPad, iPhone, Android and Windows apps). Once the design direction of a project was signed off by the business, I created visual design specs and assets for the development teams, participated in user acceptance testing and contributed to usability test design.

As a member of the new Research and Design Systems group, I was the lead designer who created the libraries for mobile and responsive environments. The mission of the group was to coordinate visual assets and create a language that is understood by the internal designers, external vendors, and development teams that deliver digital products. I created libraries using Sketch that could be transferred to Invision, Measure, Paddy, Illustrator, and other applications.

2011 – 2014 **Merrill Lynch** Senior Interactive Visual Solutions and Mobile Design

For Merrill Edge, Merrill Wealth Management, and US Trust brands (owned by Bank of America), I worked on site refresh, brand styles, the creative look and feel of the site, and style guide management. I worked closely with Editors and Information Designers, as well as the prototype and tech teams. I worked on iPad, iPhone, and Android apps and delivered artwork and designs to the app developers for final launch in the app stores.

2010 – 2011 **Staples, Inc** Senior Interactive Visual Designer (Contract)

Redesigned the Staples Advantage site. This ecommerce site was for large companies to order supplies in volume for their national offices.



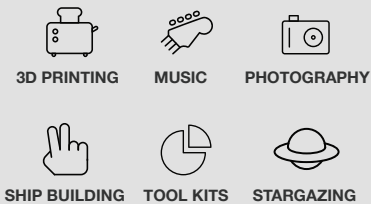
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EXPERTISE

I am a lead product designer who is passionate about creating experiences that delight users. I balance a high level of energy and commitment with the ability to meet deadlines and manage multiple tasks. I oversee the development of digital projects from concept to launch that faithfully bring to life client brand identity standards. I have experience with social media sites and search engine optimization technologies. I am skilled at leading teams of art directors and collaborating with marketing managers to develop artwork and digital experiences that showcase the leading edge in multichannel digital experiences.

INTERESTS



WORK EXPERIENCE continued

2008 – 2009 Boston Interactive

Lead Visual Designer / Associate Creative Director

As lead designer for my projects, I managed the creative process for Boston Interactive's clients.

Sample Clients: FAO Schwarz, ASPCA, World Wide Walden's, Genzyme, Tufts University, Sailors for the Sea, Holy Cross Family Ministry, Grand Circle Travel Foundation, Woods Hole Research Center companies to order supplies in volume for their national offices.

2007 – 2008 LoveAccess.com

Creative Manager / Interactive Designer

Responsible for all aspects of creative development, including re-branding, concept, social media, and implementation of a full range of design, landing page, banners and email solutions for LoveAccess.com and its multiple related brands. Sample Clients: LoveAccess.com, TogetherChristian.com, QuickFling.com, just4Udating.com, Big&Talldates.com, Neighborhood.com, JSpot.com



EDUCATION

1990 - 1993 BUTERA SCHOOL OF ART AND DESIGN

Associates Degree: Commercial Art & Design

Boston, MA

2006 - 2007 Rhode Island School of Art and Design

Creative Concept and Brainstorming, Flash Actionscripting II

Providence, RI



SKILLS AND EXPERTISE

Sketch		Client Direction	
Invision		Team Lead	
Design Ops		Creative Process	
Illustrator		Organization	
Photoshop		Editorial	
Dreamweaver		HTML Code	
Rhino 3D		Wire Framing	
Word		Prototyping	