



# Eric Bertelsen

CREATIVE UX / VISUAL DESIGNER

## INFO

**Name**

Eric Bertelsen

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## SOCIAL

**Linked In**

linkedin.com/in/ericbertelsen

**Facebook**

facebook.com/Sptnkk



## WORK EXPERIENCE

2014 –

**Bank of America**

Vice President - Interactive Visual Solutions and Mobile Design

Joined the Bank's online (authenticated) banking team to bring a fresh vision to the Bank customer experience. I work with a fluid team of interaction designers, writers and business stakeholders to define and execute project requirements within the Branding and Language of the site. My projects range from informational (art directing outside agencies to design educational 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 is signed off by the business, I create visual design specs and assets for the development teams, participate in user acceptance testing and contribute to usability test design.

I work closely with senior designers who craft and deliver the brand guidelines to build toolkits that ensure efficient project execution. I also onboard and mentor new hires and contractors to ensure the productivity and quality of their efforts.

2011 – 2014

**Merrill Lynch**

Vice President - Interactive Visual Solutions and Mobile Design

Senior member of the User Experience team for the Merrill Edge, Merrill Wealth Management, and US Trust brands (owned by Bank of America). I worked on site refresh, brand styles, 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 to ensure the overall quality of our updates to the Merrill brands. Also worked on iPad, iPhone, and Android apps and delivered artwork and designs to the app developers for final launch of the app stores.



## 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 Concepts and Brainstorming, Flash Actionscripting II  
Providence, RI



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## EXPERTISE

I am a lead user experience visual 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



3D PRINTING



MUSIC



PHOTOGRAPHY



SHIP BUILDING



BAKING



STARGAZING



## WORK EXPERIENCE continued

### 2010 – 2011 Staples, Inc

Sr Interactive Visual Designer (Contract)

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

### 2008 – 2009 Boston Interactive

Lead Visual Designer / Associate Creative Director

As lead designer for my projects, I managed the creative process for BI'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 other brands. Sample Clients: LoveAccess.com, TogetherChristian.com, QuickFling.com, just4Udating.com, Big&Talldates.com, Neighborhood.com, JSpot.com

### 2004 – 2006 Bluestreak.com

Senior Interactive Designer

Responsible for establishing and developing Bluestreak's creative department from the ground up. Sample Clients: Sun Microsystems, PeoplePC, USGA, Rentway, Baume & Mercier, MBNA/Bank of America, AAA Southern California/Mark Martin's Race Team



## SKILLS AND EXPERTISE

Photoshop		Client Direction	
Illustrator		Team Lead	
Fireworks		Creative Process	
Dreamweaver		Orginaztion	
Sketch		Editorial	
Rhino 3D		Code	
Word		Wire Framing	
Excel		Prototyping	