



# Eric Bertelsen

CREATIVE UX / VISUAL DESIGNER

## INFO

**Name**

Eric Bertelsen

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## SOCIAL

**Linked In**

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ericbertelsen

**Facebook**

facebook.com/Sptnkk



## WORK EXPERIENCE

2017 –

**Bank of America**

Senior Visual Product Design / Digital OPs Specialist

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

I train our internal designers with “Launch and Learn” seminars as well as one-on-one tutorials to bring experienced and new employees so they know how to the design system process. I am passionate about this new way of designing and can see how it will change the way UX works with their business partners and technical teams.

2014 – 2017

**Bank of America**

Senior 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.



## 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



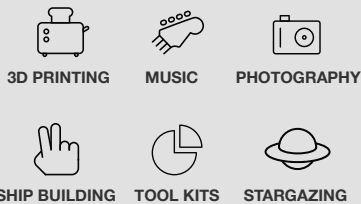
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## EXPERTISE

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

### 2011 – 2014 Merrill Lynch

Senior Interactive Visual Solutions and Mobile Design

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. Worked on iPad, iPhone, and Android apps and delivered artwork and designs to the app developers for final launch of the app stores.

### 2010 – 2011 Staples, Inc

Senior 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 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 other brands. Sample Clients: LoveAccess.com, TogetherChristian.com, QuickFling.com, just4Udating.com, Big&Talldates.com, Neighborhood.com, JSpot.com



## SKILLS AND EXPERTISE

