

AIMEE BERRY

Lead Product Designer

TOOLSET

FIGMA • SKETCH • XD • INVISIONAPP • PHOTOSHOP • ILLUSTRATOR • INDESIGN

I specialize in UI & UX design, also spending a lot of time in illustration, iconography, branding, and creation of marketing campaigns and design systems.

WORK EXPERIENCE

LEAD PRODUCT DESIGNER, FIELDEDGE

September 2019 - Present
Atlanta, GA

- Responsible for the growth and development of the design team, including setting goals, defining a hiring strategy, and building out processes & standards for the team as it grows
- Leading product design, collaborating with leads in other teams to discover and prioritize new features for development and evolve processes and efficiency between teams, while guiding the design effort on those features
- Setting and owning the new component library and style guide, evaluating other designers' work, guiding others on best practices for methodology and implementation, and driving the design effort on features across web and mobile platforms

SENIOR UX DESIGNER, MORRISON

December 2017 - July 2019
Atlanta, GA

- Served as UX and design lead on digital projects through wireframes, design and QA
- Created custom iconography and illustrations, including photo-realistic product illustrations
- Mentored, trained, and collaborated with team of 3 designers, coaching and developing their skills
- Concepted and designed creative visuals for cohesive campaigns of social posts, banner ads, emails and landing pages
- Executed responsive web projects with intuitive usability, fresh aesthetic, and vision for animation that achieves client goals and engages target market
- Art directed complete design systems for Sealed Air and Mitsubishi Electric, including brand palette, printed and digital templates, and detailed style guides

USER EXPERIENCE DESIGNER, MORRISON

January 2016 - December 2017
Atlanta, GA

- Served as UX and design lead on digital projects through wireframes, design and QA
- Concepted and designed creative visuals for social posts, animated banner ads, emails and landing pages
- Executed responsive web projects with intuitive usability, fresh aesthetic, and vision for animation that achieves client goals and engages target market
- Created custom fonts, type treatments, iconography and illustrations, including photo-realistic product illustrations, and composite images

DESIGNER / ART DIRECTOR, MORRISON

August 2015 - January 2016
Atlanta, GA

- Concepted and designed creative visuals for social posts, animated banner ads and emails
- Created custom fonts, type treatments, iconography and illustrations, and composite images

LEAD GRAPHIC DESIGNER, CELLAIRIS

February 2015 - June 2015
Alpharetta, GA

- Concepted and executed case designs for mobile devices, all new packaging line for products, and all signage and marketing collateral for in-retail environments
- Successfully crafted product logos, iconography and product illustrations

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VISUAL DESIGNER, PREMIER LOGIC

- Served as UI designer on digital projects through wireframes, design and QA
- Concepted and designed illustrations, iconography and graphics
- Crafted print and digital templates for marketing collateral

July 2013 - February 2015
Alpharetta, GA

EDUCATION

THE UNIVERSITY OF GEORGIA

Bachelor of Arts in Advertising, Sociology Minor, New Media Certificate
Grady College of Journalism & Mass Communication

Class of 2013
Cum Laude Graduate