



**amy berman**

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### what sets me apart

Team player who manages people and projects with leadership and care. Ability to build strong, long-term relationships with clients. Diligence, organization, and efficiency. Strategic and innovative ideation. Clear, concise communicator. A professional experienced in meeting deadlines and performing under pressure.

W3 Gold Award for PlaytexBaby.com

### what keeps me together

Adobe Creative Suites, Travel, iPhones,  
Pad Thai, Indie Bands, Television, Cat Videos,  
Glue, and my cat, Zoe

### education

Syracuse University  
Syracuse, New York

School of Visual and Performing Arts  
B.F.A. Communications Design  
Chancellor's Scholarship

UCLA Extension Program  
Los Angeles, California  
Flash Animation Workshop

### experience

**Saatchi and Saatchi Wellness | Senior Art Director**  
**November 2012 - present New York, New York**

Bring digital expertise and innovative thinking to a leader in pharmaceutical offline campaigns. Creatively push boundaries while adapting to a highly regulated industry. Conceptualize new and enhance current savings and support programs to increase retention of consumer base prior to the expiration of the brand's patent. Brands included Humira, Benicar, and Gilenya.

**Archibald Ingall Stretton | Senior Art Director**  
**June 2012 - November 2012 New York, New York**

Worked closely with EVP / Executive Creative Director to lead the design and development of two e-commerce sites for Kahn Lucas: Dollie and Me and Youngland. Directed all photoshoots and led creation of style guides. Other notable projects included the development of unique banner campaigns for the Bronx Zoo that changed according to the weather.

**Ryan Partnership | Art Director**  
**November 2009 - June 2012 Wilton, Connecticut**

Developed digital promotional and consumer campaigns for Playtex Sport, Gentle Glide, Playtex Baby, Skintimate, Hellmann's, Breyers and Magnum Ice Cream. Participated in brand strategy planning and new business pitches.

**Musicane | Art Director & Product Developer**  
**June 2008 - June 2009 Venice, California**

Assisted in brand definition and product development at a start-up company focused on building a social shopping network through embeddable "portable music store" widgets.

**Visualade | Art Director**  
**May 2007 - June 2008 Long Beach, California**

Led redesign team for Long Beach Magazine (LBM) which included creating the masthead logo, redesigning magazine templates, and producing the first 6 issues. Art directed and organized cover photoshoots. Constructed a workflow process to help manage and build efficiencies for the LBM staff. Additionally, designed websites for various eCommerce clients, including Charlotte Russe and Forum Snowboards.

**Story Worldwide | Associate Art Director**  
**July 2005 - February 2007 South Norwalk, Connecticut**

Designed promotional websites and viral campaigns for I Can't Believe It's Not Butter!, Skippy Peanut Butter, and Nestle Waters North America.