

Jennifer Wetherbee

Senior Art Director

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📍 Doylestown, Pennsylvania

🌐 wetherbeedesign.com

in jenniferwetherbee

OVERVIEW

- Senior Art Director with a proven track record of crafting innovative and visually engaging digital experiences.
- With a strong background in digital design, I have honed my skills over the years to deliver compelling and user-centric designs for digital marketing that drive engagement and business growth.
- Demonstrated expertise in fostering effective collaboration with cross-functional teams, enabling me to leverage collective insights and resources to enhance brand identities and deliver highly impactful and strategic digital solutions.
- A commitment to staying updated with evolving design trends and implementing industry best practices across channels.

CAPABILITIES

- Digital Marketing
- E-Commerce Design
- Social Media Marketing
- Email Marketing
- User Interface Design
- Interaction Design
- Video Animation
- Photoshoot Art Direction
- Knowledge of HTML/CSS
- Wordpress

EDUCATION

Montclair State University
College of the Arts - BFA

EXPERIENCE

Dec 2019 - Dec 2023 📍 New York, NY

Senior Art Director Club Monaco

- Designed seasonal updates and new product launches on the website, including homepages, landing pages, and promotional materials, through collaborative efforts with Marketing, Merchandising, and Business teams.
- Created engaging social media content, encompassing both organic posts and paid ads tailored to our target audience and adhering to platform-specific best practices.
- Crafted daily email marketing campaigns under tight deadlines, aligning with our brand's aesthetic and marketing goals, which increased audience engagement and drove conversions.
- Collaborated with the photography team on photoshoots, generating targeted content for specific product promotions and marketing initiatives.

Oct 2013 - Present 📍 Philadelphia, PA

Creative Director Wetherbee Design

- Designed both e-commerce and marketing websites including site launches, redesigns, landing pages and monthly editorial features for a variety of clients.
- Developed engaging social media content, including organic posts and advertisements, to enhance brand presence and audience engagement.
- Created marketing and transactional email campaigns to increase customer engagement and conversion.
- **Clients Include:** Estée Lauder, David's Bridal, Material Wrld, BeautyBooked, SkinCeuticals, Scholastic, The Melt, David's Cookies, DirecTV, & NEJM

Jun 2007 - Oct 2013 📍 New York, NY

Senior Art Director Coach

- Lead the creative direction and launches of international e-commerce websites in the U.S., Japan, and China.
- Created seasonal website updates and new product launches, social media content, marketing emails and online advertising in collaboration with the Marketing, Merchandising, and Business teams.
- Managed and art directed members of the creative team while offering mentorship and career guidance.
- Art directed product photography for digital marketing, focusing on visual consistency and maintaining brand excellence.

Jun 2001 - Jun 2007 📍 New York, NY

Art Director Ann Taylor

- Designed and maintained the e-commerce website, site redesigns, editorial features, emails, and promotional microsites.
- Seamlessly integrated Ann Taylor's print campaign materials through seasonal website updates and new product launches while maintaining brand integrity.
- Managed a range of projects within our creative team, providing guidance and creative direction to a team of designers, developers, and copywriters.
- Directed fashion and product photography, including art direction, location scouting, model casting and collaborated with styling and photography teams.