

EMILYROSEWERTANEN



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ABOUT MLE

With extensive experience in Art Direction, Digital Design, and UX/UI, I craft user-centered, visually engaging solutions that seamlessly combine creativity and functionality. Since 2020, I've been designing in Figma and further expanded my skills through a UI/UX course in 2024, deepening my expertise in creating intuitive and dynamic experiences. Passionate about exploring emerging tools in the evolving AI landscape, I bring strong collaboration, problem-solving, and forward-thinking abilities to every project. My approach focuses on teamwork, clear communication, and openness to new ideas, allowing me to deliver innovative and impactful results from concept to execution. I also leverage my illustration and motion graphics background to enhance projects with distinctive visual storytelling.

EXPERIENCE

ROCKET MORTGAGE

IN-HOUSE FREELANCER ART DIRECTOR & DESIGNER || JANUARY 2025 - SEPTEMBER 2025

- Led the ideation and execution of engaging design concepts, transforming complex ideas into clear, impactful visuals across a variety of projects, including branding, marketing campaigns, websites, and UI design. Passionate about research, I focus on understanding user behavior, industry trends, and creative strategy to drive compelling visual storytelling rooted in empathy.
- Working on the new Rocket branding was a standout experience. I love the clean, minimal, and impactful direction the brand took, making it one of my favorite projects to date.
- Collaborate with copywriters, creative teams, and stakeholders to deliver unified visual narratives that align with brand and project goals. I am a team player all the way. I also bring my passion for video to the table, contributing to motion design and video direction whenever possible.
- Represent the design team in client meetings and pitches, clearly communicating design strategies and creative direction to build confidence and secure new opportunities.
- Continuously explore new tools, techniques, and trends to push creative boundaries and inspire the team. Whether it's experimenting in After Effects or researching emerging design practices, I'm always looking for ways to elevate the work.

MRM

SENIOR ART DIRECTOR || MARCH 2023 - OCTOBER 2023

- Used data-driven insights to design multi-channel marketing campaigns (including print, email, digital, and social), boosting new member uptake and improving customer retention
- Authorized to work on Federal Military accounts, ensuring compliance with industry standards and project requirements
- Created and edited 15-60 second animated advertisements for social media platforms (YouTube, Facebook, Instagram) using After Effects, driving brand engagement and improving user interaction
- Designed emails, banners, social media posts and online ads, aligning with brand marketing goals and utilizing best practices in visual design to enhance the user experience

VML

SENIOR ART DIRECTOR || MAY 2022 - FEBRUARY 2023

- Collaborated with the multicultural team to create, design and launch multilingual media content
- Presented strong conceptual work for advertising pitches, developing selected campaigns from initial stages through to the final product.
- Worked extensively with photographers in talent selection, photo shoots, creative direction, redesign, enhancement, and beginning-to-end image production.
- Demonstrated a proven track record of success in strategic thinking, concepting with cross-functional teams and aligning on client business objectives
- Recognized for strong collaborative abilities and often asked to participate in high-level pitch conceptualization, including storyboarding for Coca-Cola



TEAM DETROIT/GTB

SENIOR ART DIRECTOR || Sep 2014 - TRANSFERRED TO VML

- Developed high-impact digital campaigns (website, social media, web banners, online ads) to meet strategic goals and drive engagement through innovative design solutions
- Contributed as a key member of the Ford Customer Service Division team, elevating brand identity through cohesive, cross-functional design strategies to achieve client satisfaction
- Directed and produced YouTube video content for Ford Parts and Ford Credit, aligning with brand objectives and delivering content that resonated with diverse audience segments
- Designed the iconic Quick Lane Bowl logo, a pivotal branding asset for the Ford Field event since 2014
- Worked with Ford Credit to simplify leasing for younger generations, designing and developing clear visual assets that adhered to brand identity and provided a seamless user experience

EDUCATION

General Assembly UX Immersive
UX/UX Experience Certificate 2024

College for Creative Studies
B.A. Art Direction, 2005

Henry Ford Community College,
Associate Degree, Graphic Design 2001

SKILLS

Concept Sketching || Design Communication || User Research || Market Research || User Interviews || Information Architecture
Surveys || Usability Testing || Wireframing || Prototyping || User Flows || Mockups || Public Speaking || Mentoring

TOOLS

Adobe Xd || Figma || Sketch || UserTesting.com || Adobe Illustrator || Photoshop || InDesign || After Effects || Brand Creation
Visual and Interaction design

ADDITIONAL EXPERIENCE

Wunderman - SEATTLE

Freelance Art Director || April 2013 - September 2013

- Collaborated with copywriters to develop multi-channel CRM campaigns (print, digital, mobile, email, apps, banner ads, web articles, and social posts) for T-Mobile, ensuring all designs adhered to brand guidelines and enhanced customer engagement through visual storytelling
- Managed multiple projects, prioritizing tasks to ensure timely delivery of high-quality creative assets, exceeding client expectations, and aligning with strategic business objectives.
- Designed T-Mobile website and newsletter templates, ensuring user-centered design and seamless brand consistency across platforms to enhance user experience and conversion rates

AMAZON

Freelance Art Director || 2011 - 2013

- Contributed to the development of digital design services for advertisements across Kindle, ensuring consistency in visual identity and driving consumer engagement on Amazon platforms
- Joined a start-up team to pioneer Amazon's online design for fashion product advertisement, leveraging expertise in branding and creative strategy to draw consumers away from retail stores
- Led product placement design for Amazon platforms, creating visually compelling ads that aligned with brand guidelines and optimized user experience across digital channels
- Played a key role in pioneering Amazon's online fashion ads, focusing on consumer conversion from retail to e-commerce through visual communication excellence while achieving the client's vision
- Enhanced ad appeal by applying photo lighting techniques and touch-ups, boosting digital sales through Amazon's website, fashion blogs, and social media platforms
- Designed engaging campaigns for Amazon Web Services (AWS), creating visuals that communicated service benefits across digital mediums
- Developed cohesive visual strategies for Amazon Web Services on social media, combining concept imagery and visual language to boost engagement and brand awareness.

