



PERRI MERTENS

WEB/GRAPHIC DESIGNER - USER EXPERIENCE

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MY PROFILE

Imaginative, enthusiastic, and efficient marketing and communications collaborator committed to enhancing the user experience. Twenty-five years of expertise in branding, website design, e-commerce and advertising campaign development and execution. Proven ability to consistently meet deadlines in a high-pressure environment while handling multiple projects concurrently.

MY SKILLS

Graphic Design

- Logo Design
- Marketing Materials
- Package Design
- Branding/Brand Identity
- Event Graphics
- Presentations

Web & Multimedia

- HTML, CSS, Bootstrap
- WordPress Development
- E-commerce
- Email Marketing
- Social Media Marketing

UI/UX

- User Flows
- Requirement writing
- Wireframing
- Prototyping
- Interface Design

Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe XD
- Powerpoint
- Microsoft Office
- Netsuite

EXPERIENCE

2003- PRESENT

Freelance Designer
PERRIMERTENS.COM
Marlborough, MA

RESPONSIBILITIES:

- Strategic concept development, design, and production of print, web, and interactive marketing communication solutions that address business, brand, market and sales requirements for clients large and small.
- Ongoing design and marketing support for companies such as Boston Pride, Kyra Medical, Inc., MassBike and Boston Day and Evening Academy.

FEB 2015- JUNE 2017

Digital Project Manager
OYO SPORTS
Acton, MA

RESPONSIBILITIES:

- Managed and launched several digital products on varying platforms.
- Responsible for product wireframes, design mock-ups, and UI/UX specifications.
- Communicated scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders.
- Worked with the Interactive development team in implementing said design and user flows.

JAN 2012- FEB 2015

Marketing Manager
OYO SPORTSTOYS
Acton, MA

RESPONSIBILITIES:

- Worked directly with founder/CEO to generate vision for the product and company.
- Lead developer of OYO brand and marketing materials.
- Managed a diverse team who created packaging, retail POS displays, advertising, product sell sheets and catalogues for over 1,000 SKU's.
- Launched e-commerce website and developed social media presence across all channels.

AUG 2009- JAN 2012

Sr. MarCom Specialist
ALLEN MEDICAL SYSTEMS
Acton, MA

RESPONSIBILITIES:

- Designed and produced a range of web, email, catalogues, trade show and new media marketing materials for domestic and international marketing and sales teams.
- Developed and maintained Distributor Website and Online Product Image Gallery.
- Created project plans for large-scale web projects and conferences, which included project scoping, resource requirements, budget estimates, timelines, and dependencies
- Oversaw all tradeshow logistics and product inventory as well as onsite show management.

EDUCATION

Graphic/Web Design Certificate
**NEW ENGLAND
INSTITUTE OF ART**
Boston, MA
2004 - 2005

Recording Arts Certificate
**NEW ENGLAND SCHOOL
OF BROADCASTING**
Boston, MA
1995 - 1996