

# BRIDGET CLEGG

## EDUCATION

- May 2010 • **Miami University**  
BA Journalism  
BPhil Interdisciplinary Studies  
magna cum laude
- Mar 2020 • **General Assembly**  
Certificate in Visual Design
- Dec 2021 • **Fashion Institute of Technology**  
Certificate in User Experience Design  
Certificate in User Interface Design

## CONTACT

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- 📍 Brooklyn, NY    📞 440-279-3854

## SKILLS

PHOTOSHOP

FIGMA

PREMIERE PRO

ILLUSTRATOR

MAILCHIMP

NOTION

CELTRA

WEBFLOW

MIRO

## EXPERIENCE

- 2022-Now • **Senior Digital Art Director | HEARST MAGAZINES, ENTHUSIAST GROUP (NY, NY)**
  - Concept and design on-brand visual assets for editorial and commerce content on Popular Mechanics, Runner's World, Bicycling, Best Products and Biography — including lead images, reusable templates, loops, badges and charts for articles, social and email.
  - Assign workload and manage team of 2 digital designers and 1 producer to publish 250+ articles/month; collaborate with print art team and contributors on photo shoots, video graphics, illustration and design.
  - Mock up and edit new product features to drive SEO and affiliate metrics. Work with product team to align design with brand identities, and train editors on how to best use new features in their content.
  - Translate SEO guidelines into visual strategy for product reviews, from editor-generated photography to text formatting and layout.
  - Produce 15 digital licensing packages per year across editorial, art and sales teams.
- 2017-2022 • **Digital Designer | HEARST MAGAZINES, ENTHUSIAST GROUP (NY, NY)**
  - Developed style guide for product review site for implementation on site, social and email platforms.
  - Compiled competitive research on UX/UI features for commerce and editorial content, while also finding formatting solutions within existing CMS.
  - Produced, art directed and styled photo shoots for Best Products franchises and holiday tentpoles.
  - Created reusable presentations for internal use and one-sheets for brand marketing.
- 2015-2017 • **Photo Editor | HEARST MAGAZINES, BEST PRODUCTS (NY, NY)**
  - Designed site, email and Pinterest graphics using product photography and stock imagery for product review site with 5.5 million monthly UVs.
  - Created stock photo libraries to shape each vertical's visual identity in articles and on site landing pages.
  - Maintained budget for licensed photography.
- 2013-2015 • **Photo Editor | XO GROUP, THE KNOT (NY, NY)**
  - Selected engaging images for The Knot digital properties, including online real wedding albums, 1000+ articles and weekly email newsletters.
  - Developed photo standards and curated images for lineup of branded content.
  - Negotiated with photographers and stock agencies on licensing rates and usage.
- 2012-2013 • **Production Coordinator | OPENSKY.COM (NY, NY)**
  - Assisted stylists and art director on ready-to-wear and still life photo shoots for a celebrity-curated ecommerce startup.
  - Managed photo asset life cycle from raw files to retouching, uploading and archiving.
- 2010-2012 • **Creative Assistant | KATIE BROWN WORKSHOP (Brooklyn, NY)**
  - Developed cooking, craft and garden projects for the brand's PBS show and various morning show segments.
  - Wrote daily blog and social media posts with tutorials, recipes and home design tips.