

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)**
 - **Hands on Design:** Concept and design on-brand visual assets for editorial and commerce content across Popular Mechanics, Runner's World, Bicycling, Best Products, and Biography, including article imagery, downloadable PDFs, branded templates for scalable creative production, interactive modules, and social graphics.
 - **Creative Strategy:** Lead creative strategy for 15 annual video and licensing packages. Execute cohesive art and page formatting, while iterating on data-driven learnings to drive 1,500 membership conversions.
 - **Workflow & Operations:** Manage digital art team producing 250+ articles monthly. Collaborate with print and external contributors on photo, illustration, and design needs.
 - **UX/UI Collaboration:** Partner with product teams to mock up and refine new site features that support SEO and affiliate growth, ensuring visual alignment for each brand. Translate SEO and Discover guidelines into engaging visual strategies for product reviews— optimizing art, text formatting, and layouts to increase CTR.
- 2017-2022 • **Digital Designer | HEARST MAGAZINES, ENTHUSIAST GROUP (NY, NY)**
 - Developed style guide for product review site to maintain brand standards 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.