

# GREG BETTY

DESIGNER/ MULTI-DISCIPLINARY ARTIST

GBETTY.INFO

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917.603.3549

## SKILLS

Photoshop  
Illustrator  
InDesign  
After Effects  
Advanced iMovie  
Microsoft Office (Word, Excel, PowerPoint)

## STRENGTHS

Communication  
Teamwork  
Adaptability  
Moodboarding  
Sketching  
Creative Thinking/ Conceptualizing

## EXPERIENCE

### VANS SENIOR DESIGN LEAD GLOBAL FOOTWEAR (VANS VAULT)

12.21 - Present

Responsible for the high-quality execution of designs in all assigned collections and categories for Vans Vault global footwear, as well as managing all in house & outside designers on corporate timelines.

Working with design leads and materials team to create seasonal color palette, manage all trim development, and ensure timely completion of designs & design packages according to development calendar.

Creating seasonal narratives with merchandisers based off deep knowledge lifestyle market structure, materials, trends, and consumer insight.

Developing visuals used for in-line reviews and product line meetings with product managers.

### KITH SENIOR GRAPHIC DESIGNER

11.18 - 12.21

Lead graphic designer for Special Collaborative Projects & Monday Program.

Working with other brands and licensees to conceptualize and create co-branded graphics & large collections made up of apparel and accessories.

Developed a new recognizable graphic identity for KITH with the In-Store Only Graphic Tee Program, Web-Exclusive Graphic Tee Program, & Vintage Tee Program.

Strategizing with Ronnie Fieg, Special Projects, & Merchandising teams to plan out collaborations for the year.

Designing graphics, patterns, and logos for women's and men's apparel teams.

Creating techpacks and communicating with factories to develop apparel.

### 10 DEEP CLOTHING INC. ASSISTANT CREATIVE DIRECTOR/ GRAPHIC DESIGNER

9.17 - 11.18

Designing graphics, patterns, and developing seasonal concepts for apparel.

Creating techpacks and communicating with factories to develop apparel.

Conceptualizing digital marketing strategies and creating content (graphics, layouts, videos, mock-ups) for brand social media platforms and website.

Creating multimedia assets for brand social media platforms and website.

Color correcting & editing product for brand social media platforms and website.

### RAG & BONE WOMENS STYLIST/ SALES SPECIALIST

11.16 - 9.18

Creatively and efficiently styling clients with clothing that supports the image of the brand and reflects personal style.

Assist managers with customer and high-level clientele transactions.

Providing clients with accurate product knowledge of brand styles and aesthetics.

Handled customer complaints, questions, and issues in a manner consistent with company policy, and with customer satisfaction in mind.

### FREELANCE

09.12 - Present

Creating logos, flyers, brand identities, and clothing designs for clients.

## EDUCATION

### THE CITY COLLEGE OF NEW YORK

BACHELOR OF ARTS: DIGITAL DESIGN CONCENTRATION

42 CREDITS OF CIVIL ENGINEERING EXPERIENCE