



BERTI LEE

DIGITAL DESIGN | PROJECT MANAGEMENT

Creative leader with 7+ years of experience driving web design, brand strategy, and digital project management. Skilled at guiding teams and clients through the full creative process, from concept to design launch, while mentoring talent and fostering collaborative environments.

CONTACT

- bertileecreative@gmail.com
- (864) 985-9357

TECHNICAL SKILLS

- Responsive Web Design
- Logo Design
- Digital Design
- SEO
- DNS
- Adobe CC
- Salesforce
- Google Suite
- Slack
- Trello
- DropBox

LEADERSHIP SKILLS

- Project Management
- Team Leadership
- Client Relations
- Customer Relation Management
- Creative Problem Solving
- Escalation Resolution

EDUCATION

● CLEMSON UNIVERSITY

Bachelor of Science, Graphic Communications
2013 - 2018

EXPERIENCE

● STRATEGIC ONBOARDING SPECIALIST, WEBSITES

AppFolio | July 2024 - Present

- Provide strategic creative direction, serving as both the project manager and lead designer for 40+ client websites per month, ensuring projects meet brand vision, design standards, and business objectives.
- Mentor 8 onboarding specialists and have trained 2 new team members, guiding their development in design execution, client engagement, and strategic creative thinking.
- Collaborate with cross-functional teams to streamline workflows, optimize processes, and improve overall client outcomes.

● SR. ONBOARDING SPECIALIST, WEBSITES

AppFolio | Oct 2022 - July 2024

- Directed the creative vision for 30+ client websites per month, serving as both project manager and lead designer, ensuring each site aligned with brand identity and design best practices.
- Led project planning and client presentations, simplifying complex creative decisions to maintain efficiency and clarity across dozens of concurrent projects.
- Mentored 12 junior teammates, providing guidance in design execution and client management to elevate team performance and foster professional growth.

● WEBSITE PRODUCTION SPECIALIST

AppFolio | Oct 2019 - Oct 2022

- Managed 20+ website projects simultaneously, serving as both project manager and lead designer to ensure timely, high-quality delivery.
- Designed and produced responsive websites tailored to client needs, aligning with brand identity and business goals.
- Acted as a creative consultant, translating client visions into actionable design solutions.
- Partnered with internal teams to streamline workflows and improve overall project efficiency.