Charles Bentley

Senior Digital Designer

New York City

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WORK EXPERIENCE

Brooks Brothers | **Senior Digital Designer**

2023 - Present, New York City

- Lead digital design strategy and execution across Brooks Brothers' e-commerce platform, driving UX optimization initiatives that contributed to $5M+ in incremental annual revenue.
- Partner cross-functionally with Analytics, Development, and Site Management to identify performance opportunities and implement data-informed design improvements across key revenue-driving pages.
- Led development of a modular Figma design system for the e-commerce platform, improving production velocity, reducing stakeholder review friction, and standardizing developer handoff and QA workflows.
- Built a templated Figma email design framework supporting weekly campaign cadence, reducing production time by 50% while increasing cross-channel brand consistency; drove team-wide adoption through structured onboarding.
- Spearheaded Figma onboarding across the marketing vertical of parent organization, leading workshops and workflow implementation that increased efficiency and alignment across multiple brands.
- Direct monthly paid media creative development across Meta, TikTok, and Google performance channels, aligning brand storytelling with performance objectives.

Brooks Brothers | **Digital Designer**

2022 - 2023, New York City

- Designed homepage and campaign assets supporting seasonal launches and brand initiatives.
- Collaborated with cross-functional teams to implement UX and editorial improvements across key revenue-driving pages.

West Elm | **Digital Designer**

2018 - 2020, New York City

- Owned design and delivery of the West Elm homepage within a highly promotion-driven retail environment requiring near-daily updates.
- Built modular homepage and internal site templates in Sketch to improve production efficiency and consistency.
- Managed inter-team documentation through Confluence.
- Collaborated with UX and Data Analytics teams to improve internal web structure and campaign performance.

West Elm | **Junior Digital Designer**

2017 - 2018, New York City

West Elm | **Freelance Digital Designer**

2016 - 2017, New York City

Independent Visual Artist

2020 - 2022, New York City

- Developed a multidisciplinary practice spanning digital collage, acrylic painting, and sculpture.
- Produced independent exhibitions and commissioned works exploring themes of identity and transformation.

EDUCATION

Tulane University | **B.A. Fine Art**

2012 - 2016, New Orleans

SKILLS

Figma, Sketch, Adobe Creative Suite, Confluence, A/B Testing, CMS Platforms