

Shawna Bergstrom

Creative Professional

About me

I ♥ Mac.

Award-winning seasoned graphic designer skilled at building long-term relationships with clients and vendors. Adept at working solo or with a team of professionals to define scope of projects, develop strategies and implement creative designs on time and on budget. Driven, creative and energized by the challenge of problem-solving within the creative environment.

Things I can make

Anything print. Logos, brochures, annual reports, ads, packaging, corporate style sheets and more. Working with a variety of clients provides an opportunity to work on many different projects and develop a deep understanding of an assortment of printing techniques and processes to deliver beautiful finished products. Advanced knowledge and solid experience working with the Adobe Creative Suite through CS4 plus an intermediate knowledge of CSS website design and Dreamweaver.

Where I have worked

Soul and Sport Ventures - Project Manager

December 2008 - current

Execute marketing strategy by building credibility, establishing rapport, and nurturing relationships with partners at multiple levels. Maintain a high level of initiative in formulating the brand's long-term strategy and developing and executing marketing plans. Facilitate the needs of the prospective clients by providing information and creating ease as it pertains to the sales process. Coach, mentor and lead small sales team in reaching weekly priorities and sales projections.

Standout Accomplishments:

- Conceptualized and built Soul and Sport Ventures website, a women's adventure camp located in Kauai. Designed and developed the marketing plan to include the website, printed collateral, press releases and eblasts. Analyze traffic as it relates to specific media and develop materials to reach sales goals.

RE/MAX International - Project Manager/Senior Designer

April 2005 - January 2009

Strengthened creative problem-solving on the fly by managing several hundred deadline-sensitive projects a year for both external and internal clients. Developed strategic processes to improve project flow and client satisfaction via organizational and multi-tasking skills. Assessed needs, goals and deadlines. Spear-headed concept phase and was main creative for design, production, and vendor relations. Ensured project progression by conducting weekly contact meetings with clients.

Standout Accomplishments:

- Rebranded The Wildlife Experience, a 110,000 sq. ft. museum from fine arts to kid-friendly. Conceptualized and produced new logo, chose color palette, designed look and feel of all printed collateral, banners, signage and internal documents. Special attention was given to printed products as the client is an environmentally-conscious company, using FSC papers and, where possible, soy inks.
- Conceptualized and designed the Globeology brand, to include logo, signage and collateral for a 25,000 square foot addition to the museum.

Rouge Design - Freelance Graphic Designer

January 2005 - as needed

Work both sides of the process, from client relations to design, tracking down leads, warming up and converting leads into sales. Posses an in-depth understanding of the design process providing a clear direction of what is needed to deliver a project on time and on budget. Have worked on a wide variety of projects from conceptualizing marketing campaigns to the creative process designing logos and websites.

My Smarts

Platt College - Aurora, Colorado, Graduated May 2005

Bachelor of Arts in Advanced Interactive Multimedia, Computer Graphic and Web Design

Awards

- American In-House Design Awards - REMAX International Convention Collateral
- American In-House Design Awards - The Wildlife Experience Movie and a Martini Logo
- Hermes Creative Awards Gold Winner - Publication Excellence for The Wildlife Experience