

Lise Bjorck

Senior Graphic Designer | Brand Strategy & Multi-Channel Creative

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Professional Summary

Senior Graphic Designer with 10+ years of experience leading creative projects from concept to completion across print, digital, and experiential platforms. Proven expertise in Adobe Creative Suite with strong brand stewardship and strategic thinking. Skilled at mentoring design teams, collaborating cross-functionally, and delivering compelling visual content that supports business objectives. Passionate about travel, culture, and creating memorable experiences. Available for hybrid work in Pawtucket, RI.

Core Competencies

Design Leadership: Campaign Development • Brand Consistency • Strategic Creative Direction • Design Mentorship • Presentation Design

Technical Expertise: Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Adobe XD) • Microsoft 365 • Print Production • Digital Design

Professional Strengths: Cross-Functional Collaboration • Time Management • Creative Problem-Solving • Brainstorming & Ideation • Resource Planning

Professional Experience

Marks SGS Co, LLC | Providence, RI

Office Manager/Project Assistant | June 2024 – Present

- Create weekly PowerPoint presentations for vendors, photographers, and studio artists
- Manage approval workflows and quality control processes ensuring brand consistency
- Collaborate with remote teams and coordinate vendor relationships
- Support cross-functional projects aligning with overall brand strategy and objectives

Bonafide Graphic Design / Lotte.Design | California & Rhode Island

Graphic Designer & Consultant | January 1993 – Present

- Lead design projects from concept to completion for diverse clients across industries including tourism, hospitality, nonprofits, government, and small businesses

- Develop seasonal campaigns, brand identity systems, and comprehensive brand guidelines ensuring consistency across all touchpoints
- Design multi-channel creative including print advertising, digital assets, social media campaigns, email marketing, and event collateral
- Create presentation materials, internal communications, and branded templates for ongoing use
- Direct photography and art direction for promotional materials, events, and marketing campaigns
- Collaborate with writers, photographers, and cross-functional partners to deliver strategic creative solutions
- Establish and maintain lasting vendor relationships managing print production and specialty services
- Mentor and guide freelance collaborators on brand standards and creative execution

Select Projects: City event campaigns and merchandise, symphony seasonal marketing, harbor festival promotional materials, shopping mall advertising campaigns, restaurant and hospitality branding

American Academy for Addiction Psychiatry | Providence, RI

Project Coordinator (Contract/Remote) | September 2023 – January 2024

- Created onboarding presentation for new consultants using Articulate/Storyline
- Developed report templates and visual systems for surveys and communications
- Supported strategic initiatives with presentation design and documentation

Connecting for Children & Families | Woonsocket, RI

Administrator Assistant/Receptionist (Contract) | January 2023 – September 2023

- Prepared board meeting presentations and documentation for Executive Director
- Organized onboarding materials and internal communications for department use
- Supported HR and internal culture initiatives

Colorcraft Printing | Atascadero, CA

Graphic Designer & Production Specialist | January 2017 – January 2018

- Designed and executed print production from concept through final output
- Prepared pre-press files for lithography, digital printing, and specialty services
- Provided customer service and technical consultation on design and production

Film Advertising | Los Angeles, CA

Art Director | Seiniger Advertising / Intralink Design / Frankfurt Gips Balkin | 1984 – 1993

- Led creative development of national film campaigns from initial concept through final production
- Presented strategic design concepts to studio executives, producers, and writers
- Directed comprehensive multi-channel campaigns across print, television, digital, and dimensional displays
- Collaborated with photographers, illustrators, and production teams to execute creative vision
- Managed tight deadlines and multiple projects simultaneously in fast-paced agency environment
- Mentored junior designers and provided creative direction throughout project lifecycles
- Oversaw print production ensuring accurate execution and brand consistency

Education

Bachelor of Arts | Art Center College of Design | 1984

Dual Degree: Graphic Design & Illustration

Associate of Arts | Los Angeles Pierce College | 1981

Professional Development

- Figma for UX Design 2021
- PowerPoint Slide Design Makeover
- Project Management Simplified
- Package Design Project
- Excel & Word Essential Training Microsoft 365

Additional Information

Work Authorization: US work authorization

Location: Providence, RI (adjacent to Pawtucket)

Availability: Hybrid schedule, flexible for on-site collaboration

Travel: Enthusiastic traveler with passion for experiencing diverse cultures and destinations

Portfolio: <https://lotte.design/>