

LISE BJORCK *Creative / Remote / Graphic Design*

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Skills Summary

Graphic Designer with over 10 years of experience delivering creative solutions across branding, with both digital and print media user experience design in mind. Exploration of design concepts with strategic objectives, impactful and functional results for a wide range of clients. Adept in managing projects from ideation through execution using agile methodology. Proficient in Adobe Creative, Microsoft and other industry-standard tools. Currently working full time as Studio manager/PM, until I find creative work.

Eager to apply my years of graphic design experience in a role that values creativity and efficiency.

Open to remote or hybrid work, but also comfortable with full-time on-site as well.

- Strategic organizational advancement.
- Logistics planning and clear communication.
- Entrepreneurial, curious, and driven.
- Relationship management and confidentiality.

Ideation, Brand Strategy, Brand Enhancement, Brand Design, Print Media, Digital Media, Photography, Photo Direction, Art Direction, Graphic Design, Graphic Arts, Print Advertising, Digital Advertising, Brochures, Layout, Data Entry, User Experience Design, Design Concepts, Client Meetings, Internal Communications, Excel, MacOS, Adobe Creative Suite, InDesign. Photoshop, Illustrator, After Effects, PowerPoint, Keynote, Microsoft 365, SharePoint, OneDrive

Experience

Marks SGS Co, LLC *Providence, RI*

Office Manager/Project Assistant, June 2024-Present

- Keynote production decks used by vendors, photographers, and studio artists
- Weekly PowerPoint presentations
- Communicating with vendors to source specific samples and following up as needed.
- Demonstrate understanding of client's brands -how each project objectives fi into overall brand strategy.
- Assess office supply needs and order inventory. Monthly expense tracking.
- Assisting client with WhyBuy copy submissions.
- Managing all property-related issues with the building manager.
- Handle packing and shipping and tracking of all actions.

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

Graphic Designer, consultant January 1993-Present *on going*

As an experienced graphic art professional, I've dedicated my career to providing innovative solutions and creative concepts to a diverse clientele. Proficient in Adobe Creative Suite, I excel in crafting print and digital assets, layouts, and videos across various industries. Delivering services that include print advertising, brand identity, social media, using MacOS or PC systems. www.lotte.design

- Conceptualize, design, and produce print and digital assets for diverse clients and organizations: medical device manufacturing, music industry, film advertising, non-profits, artists, small businesses, real estate, symphonies, restaurants, landscapers, government. Brochures, campaigns, internal communications, events, exhibition reports, and literature. Digital advertising, social media campaigns and email marketing.
- Photography of product, (and / or art direction) places, and people for digital, print and tradeshow. Retouch, collage, art direction and implementation of assets.
- Will create original art, illustrations, painting, photo collages, for editorial, key assets, digital and print. Including, retouching, repurposing of assets, including stock imagery.
- Brand enhancement and or creation of brand and brand guidelines for wide variety of businesses, their product, services, and all aspects of branding, including packaging.
- Print layout, pre-press files and production of brochures, event programs, posters, packaging files and trade-show materials. Design, production and publishing of books.
- Collaborate with inhouse and remote teams, photographers, writers, artists, towards best solutions.
- Establish lasting relationships with vendors and industry professionals. www.lotte.design

American Academy for Addiction Psychiatry [Providence, RI](#)

Project Coordinator -contract/nonprofit/remote, September 2023-January 2024

- Assist and support co-director of Opioid Response Network
- Created onboarding presentation for new consultants using Articulate/Storyline
- Developed report templates in Qualtrics for ongoing surveys.
- Transcription and editing of audio files using OneNote and Happy-Scribe.

Connecting for Children & Families [Woonsocket, RI](#)

Administrator Assistant/ Receptionist -contract/nonprofit, freelancing Graphic Design. January 2023 – September 2023

- Assisted & supported Director of Programs and Executive Director.
- Filled in for receptionist, answered calls, took messages.
- Managed purchasing and tracking of purchases for accounting.
- Scheduled, attended, and prepared board minutes for Executive Director.
- Organizing of onboarding documents for quick and convenient use by departments.
- Handled background checks: DCYF and BCI.

- Tax Preparer: handled tax returns, data entry, and client interactions.
- Recruitment services: Phone contact, data entry and appointments

Baywood Inn Los Osos, CA [Los Osos, CA](#)

Inn Keeper, Hostess and assistant manager, while freelancing Graphic Design. June 2019 - June 2020

- Various Duties in Accommodation Facility:
- Handling reservations, greeting guests, trouble shooting.
- Coordinating housekeepers, entertaining guests, created slide shows in the lobby of local attractions
- Performed end of day night audits.

Colorcraft Printing [Atascadero, CA](#)

Front Desk customer service / graphic design & production, January 2017- Jan 2018

- Design and pre-flight of customer files.
- Pre-press production of packaging, flat designs for lithography, digital, custom bindery services.
- Front Desk facing, phone, email, customer service.
- Assisting with requests and customer orders and needs.

Betula Productions [Atascadero, CA](#)

Graphic Design Boutique, Proprietor, September 1993- August 2012

After leaving Los Angeles, I engaged with a wide range of local businesses on the Central Coast of California, a heavily visited tourist popular area. With many small businesses and ties to San Francisco and or Los Angeles.

- Design, illustrations and production for local events on Central Coast.
- City events merchandise design and production for San Luis Obispo NPR station and local symphony
- Illustration and designs for Morro Bay Harbor Festival on going.
- Art direction and design of brochures and advertising for shopping mall Marina Square.
- Art direction and design of website, print and advertising for Specialty Silicone Fabricators.
- Design and pre-flight of customer files.

Film Advertising [Los Angeles, CA](#)

Seiniger Advertising / Intralink Design / Frankfurt Gibbs and Balkin, Los Angeles, CA 1984-1993

As an Art director for the film business, my focus was with creating key art - poster campaigns, that covered all print, TV, trailers, standees and industry magazines. The work covered projects starting with scripts before the film was complete, and all other timelines imaginable. I worked with FGB for 5 years, before leaving for personal reasons related to events in Los Angeles.

Most of these agencies have dissolved, however I have contacts that can confirm my years and contribution to a changing industry.

- Attended client meetings communicating needs with internal teams to ensure our understanding of audience, genre, and legal concerns met writers, producers and studio expectations
- Contributed original concepts, title designs, photo direction, copy exploration, keeping in mind who would be photographing, or illustrating the final artwork.
- Attended photoshoots, to ensure the stars, and studio representatives were inline with what was being covered, for media, different campaigns and later use of assets
- Communicated concepts with tight sketches and color renderings or photo illustrations to photographers being flexible to accommodate limitations in real time.
- Retouched original finals when needed
- Coordinated key art with trailer development ensuring use of title and copy supports print campaign
- Designed and directed comprehensive dimensional standee comps based on key art assets
- Oversaw press proofs keeping production team close at hand

Education

Los Angeles Pierce College / Associate of Arts / 1981

A European transplant: I pursued music, art, language, science.

Art Center College of Design / Bachelor of Arts / 1984

Accepted into the Commercial Arts department, the industry morphed, and I received a dual degree, with equal emphasis on graphic design & illustration.

A decade in the film poster and marketing industry in Los Angeles followed.

Certifications

Word Essential Training Microsoft 365 • Excel Essential Training Microsoft 365 • PowerPoint Slide Design Makeover • Project Management Simplified • Statistics Foundations 1 The Basics • Statistics Foundations 2 Probability • Package Design Project Paperboard Food Packaging • Canva Essential Training • Figma for UX Design 2021