



Seth Bergstedt

sethberg.com

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614.439.4771

Graphic Designer

Creative. Proficient. Motivated. Problem Solver.

Technical Expertise

MAC & PC Applications

Adobe Photoshop Adobe Dreamweaver Microsoft Office
Adobe Illustrator Adobe Animate (Flash)
Adobe InDesign Adobe After Effect

Experience

Lbrands - PINK

Project Manager - Visual Execution

November 2014- Current

- Create Brand Guides, Test Brand Guides & additional visual communication tools for all PINK stores.
- Partner with Visual, Merchandising, Marketing & Store Operations teams in floorset planning & execution process.
- Photograph & edit all floorset fixtures & displays.
- Create page layouts & prioritize content in communication documents via company Content Management System.
- Create instructional "How-To" documents for the assembly & installation of in-store elements.
- Develop multiple templates that reduced workload and process time.

Freelance Graphic / Web Design & Illustration

sethberg.com

January 2008- Current

- Collaborate with clients to ensure desires, requirements and deadlines are met.
- Produce creative designs for logos, business cards, brochures, flyers, banners and other promotional materials.
- Illustrate greeting cards, invitations & announcements using mixed media.
- Develop responsive websites using HTML, CSS, PHP & SQL languages.
- Create flash application using animation & Actionscript language.
- Manage multiple projects simultaneously.

eRetailing Associates LLC

Graphic Designer

February 2010- November 2013

- Create vector art for apparel & accessories, based on research of market trends & customer needs.
- Create branding & promotional social media images.
- Create instructional videos for web application user.
- Film, edit & produce printer operation training videos.
- Research & develop new apparel printing techniques implemented in production.

Education

Columbus State Community College

2008

- AA Digital Graphics & Design