

Seth Bergstedt

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- 614-439-4771

Graphic Designer

- Creative • Skilled • Fast Learner • Detail Oriented • Motivated

Technical Proficiency

Platforms

- Mac OS X • Windows 10

Applications

- Adobe Photoshop CC
- Adobe Dreamweaver CC
- Microsoft PowerPoint
- Adobe Illustrator CC
- Adobe After Effects CC
- Microsoft Excel
- Adobe InDesign CC
- Microsoft Word

Experience

Freelance Graphic / Web Design & Illustration

sethberg.com

January 2008- Current

- Collaborated with clients to ensure desires, requirements and deadlines are met.
- Produced creative designs for logos, business cards, brochures, flyers, banners and other promotional materials for various clients.
- Illustrated greeting cards, invitations & announcements using mixed media.
- Developed responsive websites using HTML, CSS, PHP & SQL languages.
- Created flash application using animation & Actionscript language.
- Managed multiple projects simultaneously.

Lbrands - Victoria's Secret

Brand Guide Coordinator

August 2014- April 2016

- Created Brand Guides, Test Brand Guides, & additional visual communication tools for all Lingerie, Sport & Swim stores.
- Partnered with Visual, Merchandising, Marketing & Store Operations teams in floorset planning & execution process.
- Photographed & edited all floorset fixtures & displays.
- Created page layouts & prioritized content in communication documents via company Content Management System.
- Created instructional "How-To" documents for the assembly & installation of in-store elements.
- Developed multiple image templates that reduced workload and process time.

eRetailing Associates LLC

Graphic Designer

February 2010- November 2013

- Created vector art for apparel & accessories, based on research of market trends & customer needs.
- Created branding & promotional social media images.
- Created instructional videos for web application user.
- Filmed, edited & produced printer operation training videos.
- Researched & developed new apparel printing techniques implemented in production.

Education

Columbus State Community College

2008

- AA Digital Graphics & Design