

JENNY
BERGSTROM
graphic designer



jbergstromgraphicdesign.com

jbergstrom8@gmail.com

(507) 382-2755

EDUCATION:

Degree in Commercial Art
South Central College. North Mankato, MN

EXPERIENCE:

Freelancer

October '08 - Present | JBergstrom Graphic Design, Savage, MN

- Design children's book covers for non-fiction series
- Typeset books, catalogs, inserts and sales sheets
- Create an identity and materials for a non-profit program
- Design logos/business identity for multiple clients
- Create photography templates for photographers
- Design wedding stationery for multiple clients
- Design church advertising and communication pieces
- Assist in church communication on social media platforms
- Design CD/DVD packaging
- Photoshop images for vinyl flooring business

Director of Communications

October '08 - August '09 | First Free Church, Lincoln, NE

- Directed and designed web and printed communications for 800+ church congregation
- Collaborated with other pastors/leaders on all events
- Maintained church website and social media sites
- Led volunteers and staff on large quantity in-house printing and assembly
- Created and maintained department budget

Graphic Designer

August '07 - July '08 | Somerset Group, LTD. (Formerly Mood Entertainment Inc. and Compass Productions), Minneapolis, MN

- Designed CD covers for clients such as Target, Best Buy and Walmart
- Designed in-store signage for CD displays
- Worked as a team directing photo shoots

Senior Book Designer

April '06 - August '07 | Quayside Publishing, Minneapolis, MN

- Designed book covers and interiors and calendars for multiple imprints
- Managed book production from start to finish
- Prepped files to hand off to printers
- Designed promotional kits for sales meetings
- Mentored coworkers in art direction, computer programs and problem solving
- Established detailed imprint guidelines for coworkers and freelancers

Assistant Art Director

June '01 - April '06 | Capstone Press, Mankato, MN

- Directed and designed non-fiction children's books in multiple imprints
- Worked closely with product planning on present and upcoming titles
- Approved color palettes, font styles, illustrations and layouts before output
- Directed and styled photo shoots
- Created prototypes and ideas for upcoming sets of books
- Mentored and trained new employees

Senior Graphic Designer

October '96 - June '01 | The Occasions Group, North Mankato, MN

- Led designers in the Christmas, Graduation and Stationery advertising imprints
- Designed advertising pieces for direct mail and wholesale projects
- Ensured that designers deadlines are met
- Styled product for photo shoots
- Led creative meetings
- Trained new employees to the department

PERSONAL INTERESTS:

Spending time outdoors, running, volleyball, music, and enjoying time with family and friends.

REFERENCES:

Available upon request.