



PROFESSIONAL EXPERIENCE

2019-Present **DIRECTOR, DESIGN & STRATEGY**
HOUSEAMP

RESPONSIBILITIES:

- Establish and manage teams as needed, including Brokerage Onboarding, Product Design, Marketing, and Strategic Planning throughout start-up expansion and growth.
- Collaborate with founders and executive team to define company branding and visual strategy, aligning vision and objectives to achieve effective execution of our platform and brand.
- Design and oversee the creation of investor documents, board decks, and pitch decks, ensuring alignment with organizational objectives and effective communication of key messages.
- Custom design platform logos, collateral, and assets to support white-labeled platform adoption for large and national Brokerages. This requires staying within each company's guidelines, while building a sub-brand they can use to market their new program.

ACCOMPLISHMENTS:

- Designed and project managed the initial platform UI, including creating low and high-fi wireframes and prototypes, writing user stories for development, and creating marketing mock-ups and product shots.
- As the product matured, I managed a UI team to successfully deploy a full platform redesign, including designing all new iconography, Lottie animations, and user experience flows.
- Established the initial logo, color palette, and brand guidelines, then completed a re-brand to accompany the platform redesign. This required new logos, colors, icons, and guidelines, and I set up a family of complimentary sub-brands to be used in conjunction with the platform and downstream business services.

2018-2021 **PRINCIPAL DESIGNER/OWNER**
BUTTERFORGE DESIGNS

RESPONSIBILITIES:

- Establish and operate a successful independent graphic design business, specializing in branding, print design, digital media, and creative direction.
- Build and maintain strong client relationships through clear communication and collaborative efforts.
- Oversee all aspects of design projects from concept development to final delivery.

ACCOMPLISHMENTS:

- Established or redesigned the branding for 14 companies, which included all logos, iconography, color palettes, typography, image standards, customer profiles, value propositions, and brand messaging and positioning statements.
- For 7 companies, once branding was complete I supported their brand implementation by rolling out the new brand identity across all touchpoints, including marketing materials, packaging, website, social media, and physical spaces.
- Designed packaging for both medical devices and consumer goods, and produced high-fidelity product renderings from the supplied technical specs to be used for investor and marketing assets.
- I designed 5 business websites using visual website builders such as WIX, Webflow, Elementor, and Squarespace.

CONTACT

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SKILLS

Adobe Creative Cloud
Acrobat Pro
Microsoft Office Suite
Google Workspace
Figma
Wireframing
Video Editing
Product Campaigns
Design Systems
Prototyping
Event Design
Environmental Design
Typography
Print Production

EDUCATION

2016-2018 **MA, GRAPHIC DESIGN**
Academy of Art University,
San Francisco

2000-2002 **BA, THEOLOGY**
Taylor University, Canada



PROFESSIONAL EXPERIENCE, CONTINUED

- 2014-2016 **CAMPUS ORGANIZER/ GATHERING SUPPORT**
NEWLIFE CHURCH
- Create and produce a variety of printed materials weekly for gatherings, including handouts, banners, screen graphics, and event promotions, to elevate attendee experience and boost brand presence.
 - Event management for weekly gatherings of 200-250 people; manage volunteer staffing for various teams.
 - Procure and oversee the management of all campus supplies, ensuring seamless operations and optimal resource utilization.
- 2008-2009 **I-9 COMPLIANCE/PAYROLL SUPERVISOR**
STARBUCKS COFFEE COMPANY
- Manage 3 teams– I-9 compliance, personnel records, and records corrections call support .
 - Raise whole company I-9 compliance from 29% to 89% through targeted individual project implementation (for over 500k employees).
 - Improve company’s new hire documentation process by refining collection and submission procedures for improved efficiency and effectiveness across the organization.
- 2004-2008 **HUMAN RESOURCES ASSOCIATE GENERALIST**
STARBUCKS COFFEE COMPANY
- Lead and oversee the facilitation of employee dismissal meetings and delivery of personalized severance packages, ensuring professionalism, sensitivity, and compliance with company policies.
 - Collaborate with legal and management teams to effectively downsize targeted business units.
 - Work with Organizational Planning team to restructure and implement team changes.

VOLUNTEER EXPERIENCE

- 2019-Present **HEAD OF GRAPHIC DESIGN**
KITSAP CHILDREN’S MUSICAL THEATRE
- RESPONSIBILITIES & ACCOMPLISHMENTS:**
- Establish and design all show collateral for two productions annually, which draws 4500-5000 attendees each production.
 - This includes the initial show logo, all web and social assets, environmental and large-format production designs for stage and front-of-house needs, and all promotional print materials including show posters, 50+-page playbills, advertising, billboards, and promotional show merchandise.
 - I support all theatre marketing needs, and design annual reports and community sponsor updates and graphics.
 - I have grown the graphic design department to include 5 volunteers that manage advertising, billboard creation, illustrations, and sponsorship support.

DESIGN PROJECTS

- 14 Company & Organization Logos
- 8 Full Brand Implementations
- Board Decks and Investor 1-Pagers
- 9 Theater Productions Designed
- Annual Reports
- Flyers, Brochures, and Trifolds
- Sales Sheets
- Medical Device Packaging
- Medical Device Product Inserts
- Product Visualization
- Consumer Goods Packaging
- Tradeshow Collateral
- Iconography
- Infographics
- Social Media Assets
- GIFs
- Video Editing
- Website Design
- Industrial Labels
- Form Layout Design