



## EXPERIENCE

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

HOUSEAMP

- Responsible for brand creation, visual direction, collateral development, and platform UI design.
- Establish and manage multiple teams, including 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.
- Craft design solutions aligned with company goals, enhancing user engagement and adoption of our unique fintech product.

### 2018-2021 **PRINCIPAL DESIGNER/OWNER**

BUTTERFORGE DESIGNS

- 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.

### 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.

## 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