

YLVA BERGVIK

HI

CONCEPT DEVELOPER

ART DIRECTOR

CONTACT

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PROFILE

“ I'm an international entrepreneur and a diving Art Director with a wide range of experiences. During my past nine years I've been working as a graphic designer, art director and team coordinator in Sweden and for five years in South Korea. As a startup founder as well as an employee with extensive responsibilities.

I deliver the best solutions alone or within a team. Making businesses grow and getting the best results by developing dynamic graphic designs, marketing strategies and brand identities for companies of all sizes. I have a big interest in design and I stay updated with digital trends.”

SOCIALS



[ylvabergvik-bergvik](https://www.linkedin.com/company/ylvabergvik-bergvik)



[ylvabergvikbergvik](https://www.behance.net/ylvabergvikbergvik)

EXPERIENCES

➤ 2018 –

TEAM COORDINATOR | Lesley Cosmetics AB, Sweden

In my current position as team coordinator and art director, I manage a team of 10 persons organising overlapping projects and deadlines. With the support of Monday.com, I make sure that deadlines are met and the team's efforts are coordinated. My approach and planning has become the backbone of our processes. My central role requires a large degree of cooperation with different departments and management levels.

➤ 2018 –

GRAPHIC DESIGNER | Lesley Cosmetics AB, Sweden

As graphic designer I was in charge of creating most of the prints for the companies biggest yearly Seminar. During three days more than 2,600 beauty consultants participated at Gothia Towers and Scandinavium, Gothenburg. I was hired at a crucial moment to jumpstart and deliver all the graphical material needed. Everything was in place despite the short deadlines.

Main responsibilities:

- Collaborated with the marketing in house team to create the profile for the Seminar 2018
- Created banners, prints, programs and in charge of the contact with the printing companies

➤ 2016 – 2017

MARKETING MANAGER | Lava Art Cosmetic, Seoul

As a marketing manager at Lava Art Cosmetic, I communicated K-beauty to the Scandinavian market by marketing strategy planning. I also successfully executed the coordination of a campaign with influencers, that boosted sales by 45% to 702 000 USD in the first half-year of 2016.

Main responsibilities:

- Coordinated our design team and influencers
- Created a new e-commerce webpage to communicate better to the Scandinavian market
- New branding strategies
- Product design development and package design
- Developing material to communicate our brand across social media and through Google Adwords
- Evaluated statistics and our presence on the web

