

YLVA BERGVIK

HI

CONCEPT DEVELOPER
ART DIRECTOR

CONTACT

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www.ylvabergvik.se



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



ylvabergvikbergvik

EXPERIENCES

➤ 2020 –
UX DESIGN INSTITUTE | Online course to become a UX designer

➤ 2018 – 2020

TEAM COORDINATOR | Lesley Cosmetics AB, Sweden

In my last position as team coordinator and art director for the whole marketing department, I managed a team of ten organizing all projects and deadlines. With the support of Monday.com, I made sure that deadlines were met, and the team’s efforts were coordinated. My approach and planning became the backbone of our processes. My central role requires a large degree of cooperation with different departments and management levels.

Typical responsibilities:

- Managing and delegating incoming tasks
- Create, coordinate and communicate team schedules from my insights in the design processes
- Setting up a production plan of event materials
- Create weekly and monthly mobile adapted emails for our clients
- Assisting with various designs such as the digital marketing video for the yearly Seminar
- Updated WordPress

➤ 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 because the present designer got ill, to jumpstart and deliver all the graphical material needed for the event. Among others, a 20-meter banner for the facade.

Main responsibilities:

- Created the profile for the seminar 2018
- Created prints: banners, programs, decor, and was in charge of the contacts with the printing companies

➤ 2016 – 2017

MARKETING MANAGER | Lava Art Cosmetic, Seoul

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

Main responsibilities:

- Coordinated our design team and influencers
- Created a new webpage with e-commerce to communicate better to the Scandinavian market
- Created a new branding including product- and package design
- Developing material to communicate our brand across social media and through Google Adwords
- Evaluated statistics and our presence on the web, SEO

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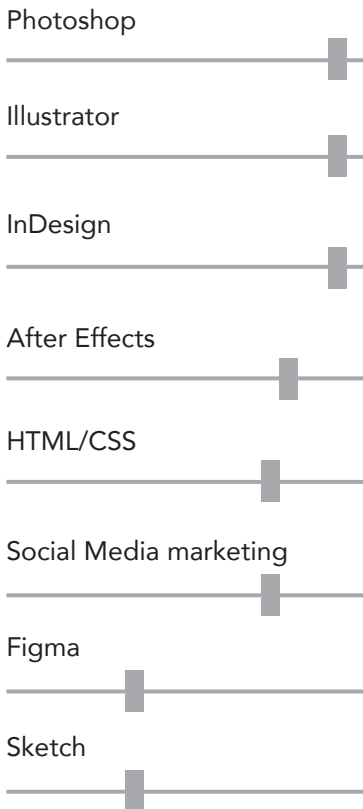
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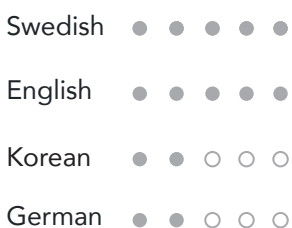
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SKILLS



LANGUAGE



EXPERIENCES

▶ 2014 – 2015

VISUAL DESIGNER | Seworks inc, Seoul

Seworks is a world leading company in app security. I was recruited because of my knowledge and skills in western design style, creating successful websites for their international market focusing on USA. I assisted our Silicon Valley office with material for social media and events. I also designed and produced new apps and videos. All my colleagues were Korean which was a developing experience.

Main responsibilities:

- UX-design for new solutions we were launching
- Bootstrap and WordPress work
- Design strategies

▶ 2013 – 2014

SCANDINIQUE AB | Cofounder & Design manager, Seoul

Me and my business partner acted on the opportunity of the increasing interest in Scandinavian design in South Korea. We founded Scandinique and settled in Seoul. We developed a partnership with Scandinavian enterprises and arranged with the logistics for transport and import. I created the brand strategy, our graphic profile and built the website with e-commerce. One of many challenges we had to overcome was the culture differences in both business and design. After our first batch was successfully imported, marketed and sold, me and my business partner decided to go separate ways.

▶ 2011 – 2012 **ENTREPRENEUR/FREELANCER**

EDUCATION

▶ 2008 – 2011

MEDIA AND INFORMATICS | University West, Sweden

Bachelor's Degree in informatics – specialising in digital media. The education included all aspects of graphic design including advertisement, copywriting, branding, communication and web design. The education also included a full spectrum of movie making, sound, 3D animation, interaction design and social media.

INTERESTS



Dive



Travel



Excercise



Create



Play the flute



Enjoy the outdoors