

# Tracey K. Berglund

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## PROFESSIONAL PROFILE:

Highly accomplished branding and creative senior executive with ability to quickly grasp complex business and technology concepts, inspire teams and deliver quality design and marketing campaigns in the retail, entertainment and event verticals. Possesses a deep understanding of new media digital platforms, specifically mobile and social media as well as television, print and in-store. Extensive experience in the media business and first-rate client-facing skills enable me to deliver strategies that actually work and deliver measurable results. I work effectively across multiple cultures both in the corporate world and internationally.

## CONSULTING EXPERIENCE:

### **in8 Mobile**, 2009 – present, Brooklyn, NY

As one of in8 Mobile's first employees, I've performed an extensive range of roles and responsibilities, including: creative design and direction, user experience design, competitive app research in the music and visual recognition space, and created mobile solutions for a wide range of entertainment and media clients including Macy's, Red Bull, Mini, Ralph Lauren, Disney and other potential iD partners. Proficient in on brand copywriting, art direction and storyboarding  
I helped to design the early versions of song and visual iD as well as an ecommerce and weather app to commemorate Star Wars 30<sup>th</sup> anniversary for George Lucas.

My core skills in branding and design enhanced by years spent mapping trends in the mobile and social space has helped me to develop a cutting-edge perspective on the emerging fields of mobile recognition and Augmented Reality.

### **IBM Global Services**, 2006-2009, NY, NY

**Senior Managing Consultant** in the Customer Experience Strategy, Usability and Design Practice

#### **Projects included:**

#### **Extreme Blue (IBM Non Profit Group) and Novartis**

Innovatively visualized and created marketing for a supply chain around getting anti-malarial medicine to rural African villages within an International IBM team, effort resulted in funding for further IBM work

#### **Nokia**

Directed and conceptualized the future state customer experience for Nokia's global sites within a multidisciplinary cross consultancy team which included Accenture, Tata Consulting Group, and IBM Incorporated new product and business lines while anticipating changes to the future business environment of global telecom and Nokia's innovations.

#### **NYC Department of Education**

Created new branding and redesigned the portal for New York City Department of Education's "Reading First" K-3 portal for NYC teachers

#### **US Department of Energy**

Created a new look and feel for the DOE's CIO intranet site. Supported design direction by doing competitive benchmarking of Government and non-Government sites. Incorporated social networking

#### **Los Angeles County Government Web Portal**

Directed the Brand, Strategy and Customer Experience work for LA County's Government portal serving 10 million residents who need to access government services online. Worked with the CIO of Los Angeles County and the Sheriff's office in California, the world's eighth largest economy  
Created brand style guides, creative briefs, and competitive analysis presentations. [www.lacounty.gov](http://www.lacounty.gov)

#### **Intel**

Designed the look and feel and identity for Intel's social networking prototype for Intel's marketing and design employees

### **IBM Corporate Social Responsibility Intranet Portal**

Conducted global focus groups across EMEA, LA, AP and NA with IBM client facing executives collecting data and functional requirements for a redesign of IBM's Corporate Social Responsibility Portal. Benchmarked competitor sites and liaised with subject matter experts to develop a working prototype.

### **EMPLOYER HISTORY:**

#### **IBM GLOBAL BUSINESS SERVICES 2006-2009, New York, NY**

**Senior Managing Consultant**, mobile employee based in NYC  
Customer Experience Strategy, Branding and Design Practice

#### **INFOGRAPHICS INC. 2004-2005, New York, NY**

##### **Client Services Manager**

Creative direction, project management and business development for top tier U.S. trial strategy firm. Responsible for managing design, information and technology teams which create strategic jury educating trial presentations.

#### **THE FOOD NETWORK 2002-2005, New York, NY**

##### **Designer**

Worked with Food Network Producers and created original branding and design and on air graphics for highly popular daily cooking shows: **30 Minute Meals with Rachel Ray** and How to Boil Water, etc.

#### **RETAIL CONSULTING/ BRAND DEVELOPMENT/ MARKETING 2003- 2004 Cape Town, South Africa**

**Client:** South African Breweries, Conducted a study on global beverage trends examining consumer behavior and new entrants in the non-alcoholic beverage market. Results supported a re-launch and the extension into new markets of Appletiser, a sparkling juice presently sold in South Africa, Britain, Spain and Japan

**Client:** Woolworth's (affiliate of Marks & Spencer located throughout Africa and The Gulf States)

Retail Consulting on product mix, retail trends and branding for Woolworth's stand alone department stores and "Store within a Store" environments featuring high-end private label food and clothing.

#### **IBM GLOBAL SERVICES (Mainspring e-Strategy Consulting), 2003- 2004 New York, NY**

**Executive Consultant Strategy & Change Practice**, Business and Customer Strategy

Developed the Customer Experience Practice of Mainspring E-Strategy Consulting, subsequently purchased by IBM

Managed large internet-focused initiatives effectively using the talents of multidisciplinary teams (Business Strategy, Brand Strategy, Technical and Information Architecture and Design) to develop and strategically re-align websites for Fortune 500 companies including: Samsonite, Bath and Body Works, Credit Suisse First Boston, NTT (part of NASA), Price Waterhouse Coopers, The Principal Financial Group, Hartford Insurance, NY Life, and Phoenix Financial Group

Recruited, mentored and managed projects for a 15-person department situated in Boston, New York and Chicago

#### **CRUNCH FITNESS INTERNATIONAL 1997-1999, New York, NY**

( with locations throughout the US and Japan)

##### **Creative Director and Brand Manager reporting to CEO/Founder**

Supervised all creative direction and branding for Crunch Gyms within the stores, gyms, and online

Liaised with advertising firms to translate positioning into appropriate ad campaigns

Worked with architectural firms to translate Crunch identity into varied physical environments nationwide

Designed Crunch Juice Bars, lounges and massage rooms

Negotiated budgets and delivery schedules with contractors and vendors

Created new corporate brand guidelines

\*Crunch was bought by fitness giant Bally Fitness in 2000, who retained the Crunch Brand

**VH-1 POP-UP VIDEO**, Viacom 1997-1999 New York, NY  
**Visual Concept Developer, Broadcast Designer**

Worked with TV producers and copywriters to launch the original Pop-Up Video TV Show  
Developed the look and feel of the show including all icon illustrations, graphics, and animated bumpers, sound, and marketing for subsequent Pop-Up Video shows which were broadcast worldwide  
Created related graphics for the Oprah Winfrey Show, Showtime, NHL, NFL, and Pro Golf among others  
Branded Art was also used to create Games, Books, Mugs, T-shirts and other Pop-Up Retail items for upscale department stores  
Show was re-launched in 2011

**LIMITED TOO** 1995-1997 New York, NY  
**Art Director**, Teen Clothing Division: The Limited Inc.

Launched Limited Too's New York City based design studio, formerly located in Columbus, Ohio  
Designed and commissioned all branding, retail and marketing graphics for The Limited's teen line  
Liaised with fashion designers and merchandisers to plan seasonal lines and incorporate trends  
Managed internal and freelance staff  
Traveled seasonally to Europe and Asia to record retail trends and establish strong vendor relationships

**THE GAP and OLD NAVY**, 1992-1995 New York, NY  
**Graphic Designer**, Product Development Corporate HQ

Created concepts, branding and design for the Old Navy flagship store launch in NYC  
Designed original prints, logos, labels, embroideries, T-shirt graphics, hang-tags and packaging across various Gap Divisions including Baby Gap, Gap Kids and Gap Men's departments

**ARTHUR ANDERSEN CONSULTING** 1988-1990 London, England  
**Corporate Graphic Designer**  
Created creative business presentations for Arthur Andersen Management Consultants

**EDUCATION:**

The Cape Wine Institute, Cape Town, South Africa, Beginners Wine Certificate Course 2003  
The London College of Printing, London, England, Design 1986-1987  
The British Institute, London, England accelerated TEFL teaching degree, 1987  
D & AD Scholarship, Design, London, England 1985  
The School of Visual Arts, New York, NY Bachelor of Fine Arts, 1984 Media, and Continuing Ed Animation 1994, 2002  
The Fashion Institute of Technology, New York, NY Associate Art, 1982

**VOLUNTEER AND EDUCATIONAL WORK**

2010-present Brooklyn Community Services, lead art projects for disadvantaged East NY teens, and at Homeless Shelter for Women, Marketing for BCS, create invitations and corporate id collateral, volunteer  
2008: Corporate ID development for Todos por Colombia, Colombian Peace and Cultural Organization  
Horizon Concerts, NY, 2007 design and brand consulting free classical music brought to schools and hospitals.  
2006: NYLPI.org Design consulting and graphics for New York Lawyers for the Public Interest  
2005: p/t English teacher for NY Cares teaching women at Icahn House Homeless Shelter, W. 42<sup>nd</sup> Street  
2003-2004: Art Teacher and reading assistant at Sea Point Primary School in Cape Town, South Africa  
Nazareth House for HIV Orphans. Vredehoek and Imibala Somerset West, also write for The Big Issue Magazine, SA  
2001 Directed several Art Projects for Primary School as a volunteer The United Nations School, New York, New York  
1988 Taught English as a Foreign Language to schoolchildren in Rio de Janeiro, Brazil

**SKILLS:** PC & Mac Platforms, Adobe Illustrator, Photoshop, PowerPoint, MS Office, Microsoft Outlook, Lotus Notes, InDesign, professional writer with a literary agent, trained teacher

**LANGUAGES:** fluent Swedish, conversational Portuguese, limited French