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PROFESSIONAL PROFILE

Seasoned brand strategist and design executive with over 20 years of consulting and creative experience in customer strategy, branding, communication, usability and market research

- Transform businesses into memorable brands with dynamic on and offline experiences
- Ability to go beyond the user experience/design domain to connect to business strategy and results
- Multi-channel delivery across web, mobile, print, TV, collaborative media and retail environments
- Direct and inspire multi-functional teams in start-ups, Fortune 500 companies and nonprofits

CUSTOMER STRATEGY AND DESIGN EXPERIENCE

IBM Global Services

2006-2009

Senior Managing Consultant

selected consulting projects done while at IBM, Mainspring e-Strategy Consulting and independently:

Nokia

Directed and conceptualized the future state customer experience for Nokia's global sites and flagship stores as part of a team that included Accenture, Tata Consulting Group, and IBM.

NYC Department of Education

Re-designed and created the branding for the New York City Department of Education's "Reading First" K-3 portal for NYC teachers as part of the Federal Government's "No Child Left Behind" program

Los Angeles County

Directed the brand strategy and customer experience work for LA County's Government portal which serves 10 million plus residents who access government services online; worked with the CIO of Los Angeles County and the LA County Sheriff's office

Intel

Designed the look and feel and identity for an engaging social networking prototype for Intel's marketing and design employees which is now being implemented

IBM Extreme Blue and Novartis

Innovatively visualized a supply chain showing the transport of anti-malarial drugs to rural African villages within a collaborative IBM / NGO / Novartis effort. The solution leveraged the use of wireless devices and the existing infrastructure

Samsonite

Created a new brand strategy and improved user experience as part of global site redesign and harmonized product offerings across geographies with different price structures and cultures

Target

Managed the user experience team and created a working prototype showing Target's enhanced online site as part of a cross channel strategy engagement

Principal Financial Group

Brand strategy, user experience and site redesign for leading provider of 401K products

In8 Mobile

Presently building the brand identity and client facing presentations for a newly launched telecom technology startup whose offerings include visual and song ID capabilities

Woolworth's

Consulted on global retail trends in food, fashion and home furnishings for South African retail chain located throughout Africa and the Middle East

CREATIVE DESIGN EXPERIENCE

Sample projects:

The Food Network

Created original branding, on air design and humorous packaging copy for 3 daily cooking shows: 30 Minute Meals with Rachel Ray, Tyler Florence, and How to Boil Water. Worked with show's producers and production teams to deliver graphics shown worldwide.

Crunch Fitness International,

Creative direction, design and branding for Crunch Gym retail environments, product development, websites, juice bars, and clothing. Worked with architectural firms to translate the Crunch Identity into gyms nationwide. Crunch was bought by fitness giant Bally Fitness in 2000 who retained the Crunch Brand

VH-1 Pop-Up Video, Viacom

Created the look and feel and original design for the Pop-Up Video VH1 TV series Including all icons, illustrations, graphics, and animated bumpers for shows broadcast worldwide Designed customized "Pop up art" for the Oprah Winfrey show, Showtime specials, NFL etc.

Limited Too

Creative Director and graphic designer for Limited Too's New York City based design studio Designed and commissioned all branding, retail and marketing graphics for Limited Too's teen line. Collaborated with merchandisers and fashion designers, traveled to document global trends

The Gap and Old Navy

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 Created concepts, branding and design for the Old Navy flagship store launch in NYC

EDUCATION:

The School of Visual Arts, New York, NY Bachelor of Fine Arts, 1984 Media Arts

The Fashion Institute of Technology, New York, NY Associate Art degree, 1982

SVA Continuing Ed Animation 1994, 2002

The London College of Printing, London, England, Design 1986-1987

The British Institute, London, England TEFL teaching degree, 1987

Designers & Art Directors Scholarship, London, England 1985

The Cape Wine Institute, Cape Town, South Africa, Beginners Wine Certificate Course 2003

VOLUNTEER AND EDUCATIONAL WORK:

Todos Por Colombia, Colombian Peace and Cultural Organization, design

Horizon Concerts, classical music brought to schools and hospitals, design, NYC

New York Cares, Icahn Homeless Shelter, NYC TEFL Teacher

NYLPI.org New York Lawyers for the Public Interest, design, consulting and exhibition graphics

Sea Point Primary School, Cape Town, South Africa, Art Teacher

Nazareth House, home for HIV Orphans, Art Teacher, exhibit organizer

Britannia, TEFL for schoolchildren and businessmen in Rio de Janeiro, Brazil

Arbetes Formedlingen, TEFL for immigrants and businessmen, Stockholm. Sweden

SKILLS: PC & Mac Platforms, Adobe Illustrator, Photoshop, PowerPoint, Lotus Notes, and Visio, Flash

LANGUAGES: Fluent Swedish, conversational Portuguese, limited Spanish and French