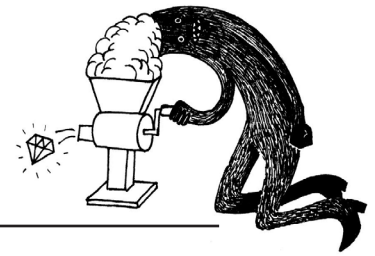


CHARLOTTE GUDMUNDSSON

Graphic Design | Illustration

EXPERIENCE

917 378 5018
www.charlotteritar.com
charlotte.gudmundsson@gmail.com
142 Lefferts Avenue, Brooklyn, NY 11225



WEBER SHANDWICK *Award-winning leading global communications agency*
New York | November 2015 - Present

DESIGNER | As a full-time Designer in Weber Shandwick's New York-based creative team, I work on consumer-facing and B2B projects for a wide range of clients. They include Excedrin, Abreva, Simple Skincare, Nespresso, Anheuser Busch, Electrolux, and Johnson & Johnson, for whom I created comprehensive brand guidelines for a new internal department formed following a company restructure.

GROUPM *The world's largest media investments group*
New York | May 2015 - October 2016

GRAPHIC DESIGNER | I served as GroupM's brand ambassador, creating assets for print, digital and internal communications. I assisted in the process of rebranding the company, developing guidelines on image use.

ASTOR WINES & SPIRITS *New York's largest wine & spirits retailer*
New York | February 2010 - April 2015

GRAPHIC DESIGNER | At Astor I was responsible for all merchandising and print collateral needs including advertisements, mailers, wine label designs for private labels, shopping bags and branded merchandise for Astor Wines & Spirits and Astor Center, the adjoining culinary educational center.

LE BOOK *Trade Publication for the Creative Industry*
New York | July 2009 - December 2009

PRODUCTION INTERN | Production internship at French trade publication company LE BOOK. Tasks included researching credits for high-end fashion campaigns and editorial fashion shoots.

TASTE FESTIVAL at DIREKTORENHAUS, BERLIN *June 2012*

EXHIBITION | Erdenlied Wine Label featured in packaging design exhibition at Taste Festival, an international food festival hosted in Direktorenhaus, a central venue in Berlin for applied arts.

CAP & DESIGN MAGAZINE *December 2011*

BLOG | Erdenlied Wine Label featured on the packaging design blog of Scandinavia's largest graphic design magazine.

THEDIELINE.COM *December 2011*

BLOG | Erdenlied Wine Label featured on The Dieline Blog, the most visited packaging website in the world.

VOGUE ITALY *September 2010*

BLOG | "Fox in Forest" Illustration was featured on Vogue Italy's blog.

EMECO DESIGN MUSEUM *June 2009*

PERMANENT COLLECTION | Customized SuperLight Chair.

COMPUTER AND SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Sketch, MS Office (Word, Excel, Outlook). Familiar with HTML coding, Wordpress themes and Google Analytics.

PRACTICAL SKILLS

Strong digital and hand-drawn Illustration skills, good sense of Typography and Color Theory, Social Media publishing, Print Production, Copywriting, ability to work under tight deadlines.

LANGUAGES

Native English and Swedish, Fluent German, Competent French and Icelandic.

PARSONS THE NEW SCHOOL OF DESIGN *New York, USA*

BFA ILLUSTRATION 2009 - Transfer from Parsons Paris in 2007

SIGTUNASKOLAN HUMANISTISKA LÄROVERK *Sigtuna, Sweden*
INTERNATIONAL BACCALAUREATE PROGRAM 2005

RECOGNITION

TECHNICAL SKILLS

EDUCATION

References provided upon request.