



CHRISTOPHER SVEDIN
Phone: 801-372-1563
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www.cscustomdesign.com

See portfolio at cscustomdesign.com

Work Related Skills

- Clear understanding of how to use design strategically to achieve goals
- Great sense of design and eye for detail
- Ability to communicate well and work as part of a team
- Expert proficiency of Adobe Creative Suite software
- Proficiency in HTML, CSS, Javascript, and PHP. Knowledge of Angular JS.
- Proficiency in video production and editing using Premiere Pro, Audition, and After Effects
- Experience with 3D digital modeling, animation and rendering
- Ability to learn new process and softwares very quickly
- Ability to work well under high-stress situations and meet tight deadlines

Work History

- **SquareHook**
Marketing Designer
Lehi, UT.
Jan. 2023–Sep. 2023
 - SquareHook was a startup DevOps company. I was hired to help market and promote their services as well as design marketing collateral. I executed campaigns that generated leads and increased traffic to the website from an average of 70 users a week to 1,500 a week.
 - Redesigned SquareHook website to clearly emphasize the company's offerings
 - Executed web traffic campaign, increasing site visitors by over 2,000%
 - Designed the UI for a new SaaS platform "Cloud Cost Control"
 - Created pitch decks and lead introductory meetings that resulted in early client partnerships
- **The Grace Company**
Marketing Manager
Salt Lake City, UT.
July 2018–Nov. 2022
 - As Marketing Manager for the Grace Company, I led a team of 9 people made of graphic designers, web designers, videographers, a photographer, a digital marketing specialist and a content writer. I led the team to expand the market share and brand of the company.
 - Spearheaded a digital event during the Covid epidemic to successfully compensate for lost revenue from the lack of in-person trade shows
 - Lead and implemented new a style brand guide for the company, resulting in a brand that resonated stronger with our target audience
 - Helped establish new inter-departmental process for the development, research, branding, and launching of new products
 - Created branding, packaging, and ad campaigns to launch a new line of quilting thread
 - Led the design of digital newsletters and social media campaigns, increasing customers and sales each year
- **The Grace Company**
Senior Designer
Salt Lake City, UT.
Apr. 2009–July. 2018
 - I managed and coached a Jr. designer while creating new strategies for brand awareness and new product launches. I was able to use my diverse skill sets in many areas, including photography, web design, 3D rendering and videography.
 - Designed new software user interfaces for an automated quilting system
 - Redesigned the company website on a new platform to increase user experience
 - Designed and marketed the launch of new quilting machines resulting in record sales
 - Marketed trade shows in the form of email marketing, signage, banners and other collateral resulting in company record sales for 2015, 2016, and 2017
 - Designed product packaging, print ads, digital ads, promotional videos, instructions, user interfaces, and more



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CS Custom Design
Freelance Designer
Saratoga Springs, UT
2017–Present

**ThinkBox Design
Marketing**
Graphic Designer
Pleasant Grove, UT
Aug. 2007 – Apr. 2009

Work History (Continued)

- I've had the privilege to do freelance work with some wonderful clients.
 - Created logo and brand guidelines for a professional piano tuning business
 - Created a logo and brand collateral for a local plumbing company
 - Created a website with built-in ecommerce for a toy company specializing in fidget spinners
 - Created 3D animations of the toy for the website
 - Designed packaging and printed instructions
 - Created a website for a gold and silver mint company, with a unique system that allowed users to scan a QR code on their gold coin-card to display the current value according to the live gold market, as well see the status of the individual card and if it was suspected stolen
- Created design for print and layout. Front end design for websites. Used Adobe Flash to create and program websites, banner ads and other applications for web use.

Assisted in the design of many projects and campaigns for well known companies, such as the American Fork City Steel Days celebration 2008 and 2009, resulting in more participants in Steel Days 2008 than in any year before it.

Education

Utah Valley University

Orem, UT.

Bachelor's of Fine Arts - *emphasis in Graphic Design, minor in Photography*