LISELOTTE BJORCK

Graphic Designer • Art Director • Illustrator

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bonafidegraphicdesign.com (illustration, design & video) • Behance Portfolio

PROFILE

Hands-on graphic designer and art director with three decades of experience turning complex subject matter into clear, consistent visual communication. Background spans print and event materials, brand identity and guidelines, illustration, presentation design, photo direction, and video. Experienced working with technical clients, directing outside photographers and vendors, and holding a single visual standard across every format. Fully remote-capable, comfortable working independently and across distributed teams.

CORE STRENGTHS

- Print & Event Materials — flyers, brochures, booklets, programs, posters, signage, and trade-show pieces, from concept through press-ready files
- Brand Systems & Visual Assets — identity, guidelines, and reusable illustration and photo-treatment libraries
- Explaining Complex Topics — brand and communication design for medical device and other technical clients
- Illustration & Infographics — realistic, stylized, editorial, and conceptual illustration
- Presentations & Digital — PowerPoint, Keynote, social graphics, email, and web-ready assets
- Video & Multimedia — created and edited music videos; photo and video direction
- Tools — Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat), Figma, Canva, Frame.io, Microsoft 365

EXPERIENCE

Graphic Designer, Illustrator & Art Director

1993 – Present

Independent Practice (Betula Productions / Bonafide Graphic Design) | Remote

Design and illustration for small businesses, nonprofits, medical device companies, music and film clients, symphonies, and civic organizations across California and Rhode Island.

- Built brand identity and full brand guidelines for businesses across a wide range of industries, including technical and medical device manufacturers

  Case study: Brand Identity for Medical Device Manufacturers
- Designed and produced print materials end to end: brochures, event programs, posters, packaging, trade-show materials, and books
- Created illustration, photo-collage, and composited imagery for campaigns and publications, in realistic, stylized, editorial, and children's-book styles
- Directed photographers on assignment for clients including Specialty Silicone Fabricators, and art directed and shot product photography for Simedex
- Worked with writers and editors on illustrated and photo-driven pieces for the Morro Bay Harbor Festival, the San Luis Obispo Symphony, and other cultural and civic clients
- Created and edited music videos for music clients (samples on website); delivered social media, email, and digital advertising assets

Studio Project Manager (Creative Production)

June 2024 – Present

Marks Design (SGS & Co) | Providence, RI

Packaging design studio serving CVS.

- Produce photo decks and print-ready output from approved Frame.io photography for Art Director review, offering suggestions on layout and presentation
- Manage creative approval workflows in Frame.io with remote photography teams, protecting brand consistency and quality standards
- Tracked all incoming and outgoing product for a 2,000+ product CVS repackaging initiative; absorbed product-intake liaison duties from a departing contractor in June 2026
- Wrote SOPs for photo-coordination and product-tracking tasks to onboard and support the wider team; build production schedules and presentations in PowerPoint and Keynote

Art Director — Film Poster & Key Art

1984 – 1993

Seiniger Advertising / Intralink Design / Frankfurt Gips Balkind | Los Angeles, CA

Art directed major studio film poster campaigns from script stage through final release across print, TV, trailers, standees, and trade publications.

- Concepted title design, photo direction, and copy exploration; communicated direction through tight sketches and color renderings
- Directed photoshoots with stars and studio representatives; oversaw press proofs and dimensional standee comps

Case study: The Work Behind the Film Poster

EDUCATION

Art Center College of Design — Bachelor of Arts, Graphic Design & Illustration (dual emphasis) • 1984
Los Angeles Pierce College — Associate of Arts • 1981

CERTIFICATIONS & TRAINING

Figma for UX Design • Package Design: Paperboard Food Packaging • Canva Essential Training • PowerPoint Slide Design • Project Management Simplified • Microsoft 365