

Gergana Rupchina
 93 Westminster Avenue
 Portland, ME 04103
 tel.: 207.874.9533
 gergana@bg2770design.com
<http://www.flickr.com/photos/36166176@N02/bg2770.etsy.com>

Work Experience:

BG2770 Design, 93 Westminster Ave., Portland, ME
 '05 - Present, Owner

Manage all aspects of jewelry design, manufacture, marketing and sales of the business.

- > Develop new seasonal product designs
- > Maintain etsy.com sales site
- > Marketing through Google ad words, online communities, blogs, direct mail, e-mail
- > Sell via trade show and craft show venues in the local area, as well as bg2770.etsy.com

Cole Haan, One Cole Haan Dr., Yarmouth, ME 04096
 02/01 - 02/09, Graphic Designer

Managed multiple design projects for the brand marketing department, including creating and maintaining the Cole Haan brand image; developing and translating design concepts into complete refined layouts; communication and sales support materials for other departments; managing electronic archives, image library, style guidelines.

- > Designed templates for seasonal sales tools used as reference tools by customers and sales team
- > Photographed 400 + shots of footwear and handbags each season, improved quality of images to represent the brand better and to drive sales
- > Provided an Art Direction template for seasonal photo shoots for direct mail pieces, co-op programs and newspaper ads
- > Partnered with print production team to ensure high quality results of final pieces by picking high quality paper and overseeing the color process throughout
- > Created a visual digital archiving system to maintain the history of the brand and make all data accessible to the rest of the design team

G.H.Bass&Co., 600 Sable Oaks Drive
 S. Portland, ME 04106
 12/98 - 2/01, Graphic Designer

Design and production of store signage, packaging, advertising, trade show graphics and internal design needs. Partnered with production team and outside vendors to assure high quality results.

- > Designed package design of boxes for the '02 - '05 years, specific labels for garments and accessories that represented the brand
- > Created and supervised installation of World Shoes-Accessories trade show graphics for Spring 2001 show
- > Designed Seasonal and promotional store signage for specific sales promotions with a specific season

Woodbury & Morse,
 111 Commercial St., Portland, ME 04101
 01/98 - 05/98, Design Internship

- > assist in designing advertisements
- > document set-up
- > help with creative ideas

Professional Development

Transfiguration Print – Permanent Collection at the Portland Museum of Art 2007

Design Inquiry: Truth & Message

Bruno Monguzzi - "Image Sequencing" – MSIGD,

Doug Scott, Senior Designer WGBH, Boston

Mierle Ukeles, Contemporary Sculptor

Percent for Art, Public Sculpture Project at the Maine College of Art, Portland, ME

Graphic Designer, Designed poster, flyer and documentary book

Portland Arts and Cultural Alliance, Portland, ME
 Logo and stationary design, Designer

Education:

Maine College of Art, Portland, ME
 BFA in Graphic Design

Software:

Adobe Design Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Flash), QuarkExpress, Microsoft Office