

Starla Teddergreen

GRAPHIC DESIGNER

Portland, OR

steddergreen@gmail.com
(415) 676-0005 mobile

Hi, I'm Starla. I am a freelance Graphic Designer working remotely from Portland OR. I enjoy challenging projects, and working with clients to take a vision and develop it into a finished product what will surpass the client's expectations. I am also a professional athlete, I take the same approach to my projects as I do to my training. I am focused, time conscious, and dedicated. I will not take on a project unless I know I will have the time and energy to give it my full creative attention. If the right design job came along where I were asked to join a team, I would be seeking the opportunity to work in a design environment that values the intellectual, creative, and conceptual process of design. I enjoy collaborative problem solving, and supportive teams that foster learning.

Experience

Designer /Brand Ambassador/Athlete

Remote
Jan 2016 - Present

KindHuman

In 2016 I was brought on as an athlete, brand ambassador, product rep and designer for KindHuman Professional Cycling Project. I designed the 2016 cycling kit and am in the process of designing the Starla Design bike to be released later this year.

Freelance Graphic Designer

Work remotely from Portland, OR
Nov 2015 - Present

Play Hard Give Back

PHGB Is a snack company that leverages the star power of Athletes to give back to 5 areas of human need. I was brought on to the team to help them rebrand themselves. Currently consulting and redesigning their product package design.

Freelance Designer

Remote
Dec 2015 - Present

Marcello Bergamo

Design quick turn around cycling kits for Marcello Bergamo clients within clients design guidelines of color and logo use.

Freelance Graphic Designer

Work remotely from Portland, OR
- Present

Gemini Displays

GEMINI DISPLAYS: Design and manufacture retail displays for some of the world's largest consumer brands. I design wine launch kits, point of purchase displays, and case wraps.

Freelance Designer

Remote
Apr 2016 - Present

Green Layer Sports

Greenlayer is a Portland, Oregon based performance apparel company with a focus on runner tested custom race wear with environmentally friendly, sustainable options and retail products. I design graphics for event promotion delivering both screen print and full sublimation printing options.

Designer

Work remotely from Portland, OR
Mar 2015 - Mar 2015

Mode Skin Care and Esthetics

Worked closely with owner to design new logo and rebrand her company.

Freelance Graphic Designer

Portland, OR
Sep 2015 - Oct 2015

Beth Ann Orton: Athlete

Beth Ann Orton is a professional road cyclist and cyclocross racer. I created a brand identity for this athlete for promotional products, hats and t-shirts to help fund her cyclocross season.

Contract Graphic Designer

Work remotely from Portland, OR
Mar 2012 - Present

Itrim

Itrim is a fitness center that is so much more, through exercise and working with a health coach to change habits, members experience a health program unlike any gym membership.

I am contracted graphic designer design and source all things print, posters, legal documents, business collateral, booth displays... I also design and manage their weekly email blast to members and monthly emails to prospects.

Contract Graphic Designer

Work remotely from Portland, OR
Oct 2013 - Present

Active Sports Clubs

Active Sports Clubs started in Petaluma as a high end fitness club and spa, it has since opened several clubs all over the bay area.

I was brought on to brand this new company. Designing every thing from the logo to the weekly email to members, to legal documents and contracts.

The club has a lot to offer it's members so I came up with a color system to make it easy to identify printed materials when someone was looking for a particular class, or program.

Freelance Graphic Designer

Work remotely from Portland, OR
Feb 2015 - Feb 2016

Isocentric Racing Team

Designed a women's and men's cycling kit, multiple pieces for the 2015 and 2016 season, production ready. And casual wear t-shirt design.

Contracted Designer

Work remotely from Portland, OR
Oct 2013 - Dec 2015

LifeCycle Adventures

LifeCycle Adventures creates custom bike tours in California, Hawaii, Oregon and the San Juan Islands. I was contracted to design their Jersey for both Men and Women, that will be worn by staff and riders. Other projects include web banners.

Freelance Graphic Designer

San Francisco, CA
Jul 2011 - 2014

Paceline Products

Paceline Products make performance products for cyclists. I designed magazine covers, advertisements, layouts, and large scale conference booth displays for Paceline Products.

Freelance Graphic Designer

Colorado/ San Francisco
Dec 2012 - Present

Pactimo

Pactimo is a cycling apparel company that designs, manufactures, and distributes, custom and in line apparel. I graphically designed their women's road series for 2013.

Freelance Graphic Designer

San Francisco, CA
Dec 2012 - Jan 2013

Upcycle Attire

Upcycle Attire is a start up company that makes accessories like belts, belt buckles, bracelets, and dog collars out of recycled bike parts and tires. The objective is to create a simple logo to be used on print collateral. The design needs to be simple, bold and clear to read as it will also be turned in to a rubber stamp.

Freelance Graphic Designer

San Francisco, CA
Dec 2012 - Jan 2013

Liza Coaching

The objective was to design a strong logo that would encompass all aspects of clients coaching services, running, swimming, biking, and strength training. I illustrated an image of her representing all of the elements of her coaching services. The text is big and bold representing strength and the angle creates movement and flow.

Freelance Graphic Designer

Work remotely from Portland, OR
Feb 2012 - Feb 2012

Tri Tulsa Runner

Tulsa OK based triathlon club. Design Jersey and Bibs for 2012 race season.

Freelance Graphic Designer

San Francisco, CA
Jul 2012 - Aug 2012

Accel Partners

Created Invitation and poster image for 5th annual VM world Party

Customer Service and Store Manager, Graphic Designer

San Francisco, CA
Aug 2010 - Dec 2011

PUBLIC Bikes

I managed the PUBLIC storefront and online sales. I provide customer service support through in-store interaction, phone, and email.

I manage the Sales team, providing training on in-store sales and order management software.

I contribute to the PUBLIC web site on design and product image processing. I design promotional materials for marketing emails, dealer communications, sales, and anything else that needs to be printed.

In-house Graphic Designer, Social Media Marketer,
Gallery Curator, Event Promoter

San Francisco, CA
Aug 2007 - Aug 2010

Sports Basement

I wore many hats at Sports Basement, and any given week involved the following tasks:

- Project management.
- In-house brand development.
- Graphic design for the marketing department, including flyers, posters for special events, sale communications, coupons,
- Market new and ongoing events through social media.
- Curate monthly gallery shows at the in-house gallery.

Freelance Graphic Designer

San Francisco, CA
Oct 2010 - Mar 2011

White Palace SF

White Palace SF was an event space and upscale vacation stay.

- Designed and created marketing emails.
- Set up and managed social media sites (Facebook, Twitter, and blog).
- Designed promotional print materials.

Freelance Graphic Designer

San Francisco, CA
Aug 2010 - Sep 2010

Juan Bautista de Anza National Historic Trail

Juan Bautista de Anza National Historic Trail center and museum contracted me to I design the system for their Exhibit Grand Opening Celebration, which included posters, billboards, and schedules.

Freelance Graphic Designer

San Francisco, CA
Jan 2010 - May 2010

CAPO

CAPO is a cycling clothing design and manufacturing company. I designed concepts for the CAPO women's 2011 clothing line.

Freelance Graphic Designer

San Francisco, CA
Oct 2008 - Oct 2008

Magpie

Magpie is a decorative painting service owned by two women. They created a decal product and needed a package design. We came up with a paint can solution to house the decals displaying everything inside and capturing the look and feel of each design.

Freelance Graphic Designer

San Francisco, CA
Sep 2008 - Dec 2008

Area Surf

Area Surf is a clothing design and manufacturing company. I created several designs as directed by the client for their men and women's clothing line.

Freelance Graphic Designer

San Francisco, CA
Sep 2008 - Oct 2008

Marin County Day School

I redesign the school crest and design spirit logo to be used in different applications.

Education

Associates of Fine Arts Graphic Communications

San Francisco, CA
2006 - 2010

City College of San Francisco

Obtained AA in Fine Arts Graphic Communications with a 3.8 GPA and a certificate in letterpress printing. Won the 2020 Design Portfolio Show.

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