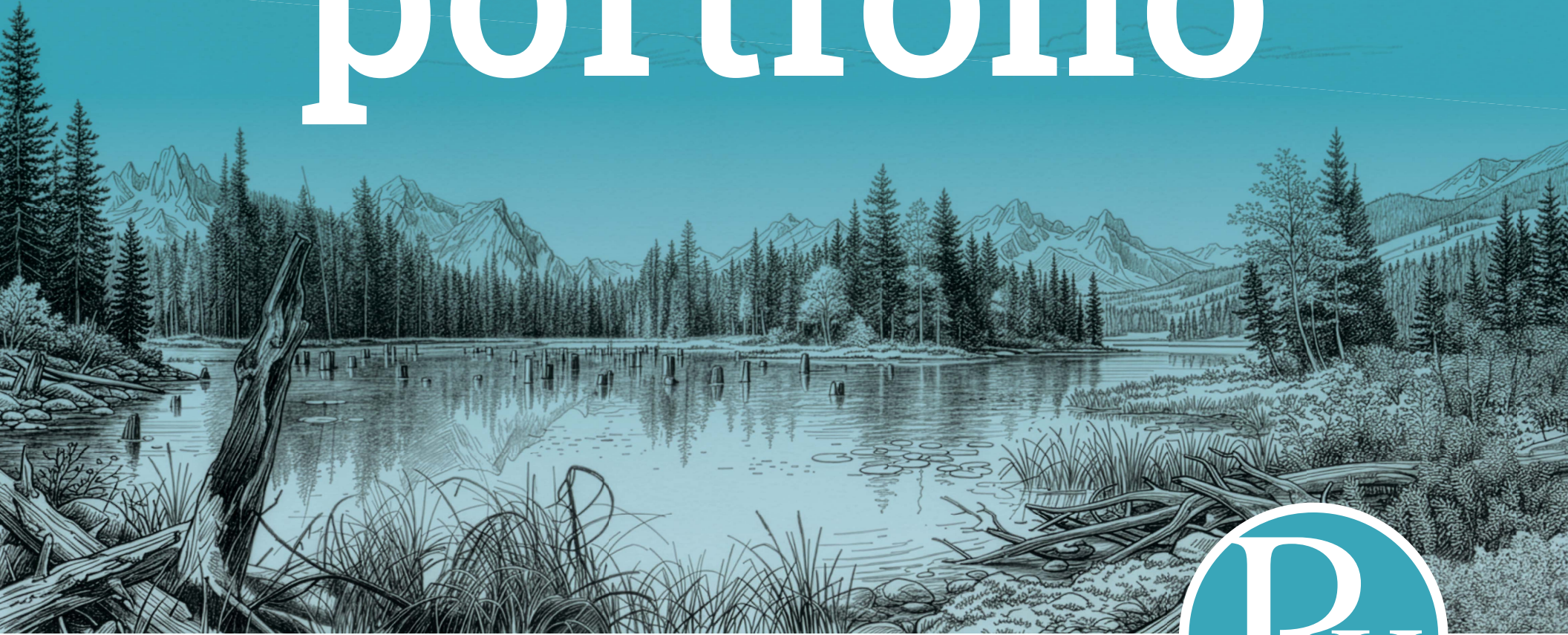


portfolio



Graphic Designer
Efficient • Reliable • Versatile



“I have had the privilege of working closely with Patricia for more than a decade, and over that time she has been an indispensable creative partner across nearly every aspect of our commercial real estate work ... her graphic design consistently elevated our brand and set our presentations apart from the competition.”



Beau Manwaring, MBA
Director of Asset Management
Hawkins Companies



White Clouds Wilderness Area



Patricia Wennstrom

Boise, ID | 208-319-6662 | zebrablue.net
patriciawennstrom@yahoo.com
[linkedin.com/in/patricia-wennstrom-a56087412](https://www.linkedin.com/in/patricia-wennstrom-a56087412)

EDUCATION

Boise State University | **Boise, ID**
1995–1999 | **BFA in Graphic Design**

Academic Honors: Graduated Magna Cum Laude (3.78 GPA).

Distinctions: Golden Key National Honor Society member & Dean's List recipient for 9 semesters.

Scholarships: Awarded the merit-based Ada Hatch Scholarship (1998–1999) & the Art Department Scholarship (1999).

SOFT / HARDWARE

Design & Production: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat Pro), CorelDRAW, QuarkXPress.

Web: WordPress, Constant Contact.

Listing, Mapping & GIS: CoStar/LoopNet, Crexi, SitesUSA ReGIS, QGIS, Google Earth Pro

Systems: Advanced proficiency in Windows & Microsoft Office products alongside core competence in MacOS environments. Independently manages all local workstation hardware and software updates.

resume

WORK EXPERIENCE

Hawkins Companies | **Boise, ID** | **2005–2026** | **Graphic Designer**

Marketing Operations: Solely executed all graphic design, marketing collateral, and visual assets for every facet of a 70-employee commercial retail development organization with a portfolio of 3.7M SF having developed 14.9M SF of retail space since 1976, including 2M SF developed since just 2020.

Budgetary Oversight: Judiciously allocated a \$180K annual corporate marketing budget.

Project Throughput: Sustained organizational efficiency while processing a high-volume workload of over 10,000 marketing files and direct work products annually.

Event Management: Spearheaded the logistics, vendor rentals, and marketing collateral for a 900 SF corporate booth at the ICSC Las Vegas ReCon trade show with an annual budget of \$60K–\$80K.

Collateral Lifecycle Management: Managed the end-to-end lifecycle of critical sales assets, meticulously maintaining 40–50 leasing fliers and delivering large pitch packages, which enabled the leasing and development departments to rapidly respond to opportunities and always meet urgent client deadlines.

Signage Production: Coordinated the end-to-end design, layout, and installation oversight of 30–70 commercial leasing signs, property banners and window wraps annually to maintain brand identity and quality across the country.

Data & GIS Analysis: Processed hundreds of demographic reports and generated dozens of detailed retail competition maps annually to support initial site-touring and site-selection committee presentations.

Digital & Print Administration: Maintained the corporate website through routine content updates and oversaw the generation of all corporate stationery, cards, and brochures.

Community Relations: Upheld positive public relations by developing quality sponsorship materials such as golf tournament signage for local charity events.

Aspen Graphics | **Boise, ID** | **2002–2004** | **Graphic Designer**

Client Management: Partnered directly with diverse clients to deliver high-quality business collateral, including stationary, brand logos, catalogs, marketing brochures, and wide-format graphics.

Pre-Press Experience: Applied technical knowledge of print production workflows to effectively translate conceptual designs into physical media.

Boise Weekly | **Boise, ID** | **2000–2001** | **Editorial Design / Production Manager**

Operational Leadership: Orchestrated the complete layout and production lifecycle of a 30–50 page local newspaper. Collaborated closely with the sales team and editors to optimize page allocation, maximizing advertising revenue while maintaining content integrity. Ensured structural design consistency and quality control under a strict, high-pressure weekly deadline.

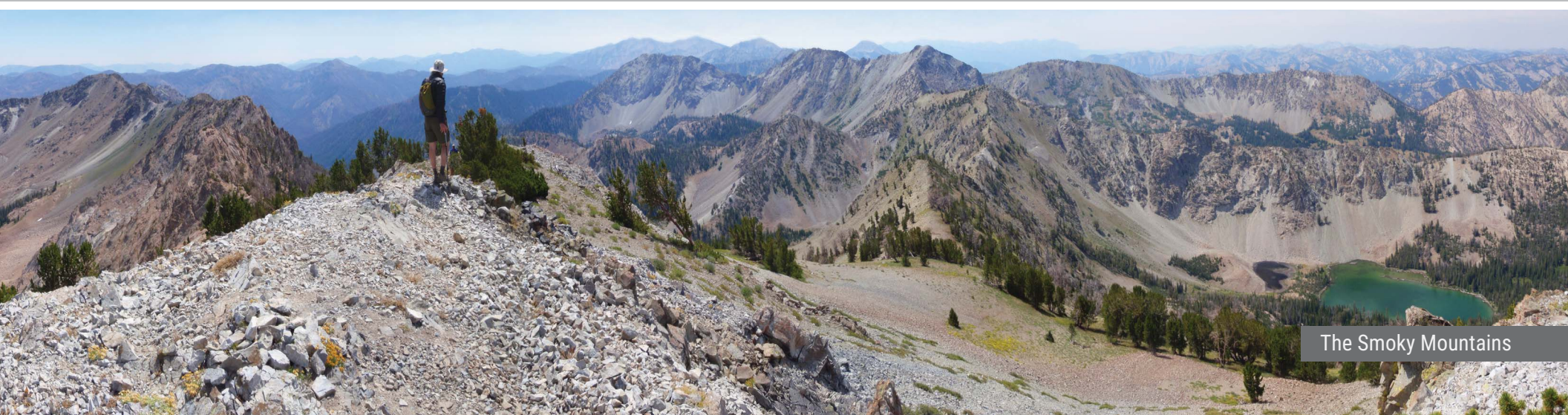
Vendor & Talent Procurement: Sourced and contracted external creative talent, including freelance photographers and illustrators, while managing internal ad design staff.

“Patricia and I worked closely at Hawkins for 5 years. Her ability to manage a process to completion is second to none. When she received a task or work order, she asked specific questions about the objective, the deliverables, and the timeline for the work. ... Patricia skills extend far beyond graphic design. I would not hesitate to hire her to coordinate projects and solve tough problems.”



Ethan Mansfield

Pre-development Manager
Hawkins Companies



The Smoky Mountains



references

It is my distinct pleasure to recommend Patricia Wennstrom without reservation. I had the privilege of working alongside Patricia for nearly twenty years, during which time she served as a Graphic Designer on our team. In all my years of managing people, Patricia stands out as one of the most capable and dedicated professionals I have encountered.

Patricia's work ethic is second to none. She consistently goes above and beyond what is asked of her, approaching every project – large or small – with the same level of care and commitment. Deadlines are never a concern with Patricia; she is reliable, self-motivated, and holds herself to an exceptionally high standard. Over the years, I watched her tackle demanding workloads with grace and professionalism, never once compromising on quality.

What truly sets Patricia apart is her versatility. She is a do-it-all designer who can turn her hand to virtually any creative challenge – branding, print collateral, digital assets, marketing materials, and much more. She possesses a rare combination of strong technical skills and a sharp creative eye. No matter the scope or complexity of a project, Patricia delivers polished, professional results.

Patricia is also an outstanding team player and a natural problem solver. She collaborates effortlessly with colleagues across departments, communicates clearly, and fosters a positive working environment wherever she goes. When challenges arise – as they inevitably do – Patricia approaches them with a calm, solutions-focused mindset. Time and again, she found creative ways to overcome obstacles and move projects forward.

I have no doubt that Patricia will be a tremendous asset to any organization fortunate enough to work with her. She has my highest recommendation, and I encourage you to reach out directly should you wish to discuss her qualifications further.

Shaun Greear

Director of Leasing and Dispositions
Hawkins Companies | Boss 2019–2026
208-841-5124 | sgreear@hcollc.com



I am pleased to recommend Patricia Wennstrom, who I have had the opportunity to work with closely at Hawkins Companies. In her role as a Graphic Designer, Patricia consistently demonstrates a high level of ownership, responsiveness, and execution.

She is exceptionally effective at taking a request and moving it through to completion—whether coordinating signage, managing marketing materials, or supporting large-scale initiatives. Patricia is not only reliable in delivering results, but also proactive in identifying challenges and proposing practical, well-thought out solutions.

What sets Patricia apart is her ability to manage complex, detail-oriented projects with efficiency while collaborating seamlessly across teams. She works effectively with property management, facilities, leadership, and external vendors, ensuring alignment and keeping projects moving forward. Her communication style is clear, direct, and action-oriented, which makes her a trusted and easy partner to work with.

Patricia brings a strong combination of creativity and operational discipline, allowing her to support both the aesthetic and functional needs of the business. I highly recommend her to any organization seeking a dependable and solutions-driven team member.

Shayna Cox

Director of Property Management
Hawkins Companies
208-819-8903 | scox@hcollc.com



I have had the pleasure of working with Patricia for the last 15 years. Over that time, I came to know Patricia as an exceptionally talented graphic design professional and a true jack of all trades. She consistently brought creativity, professionalism, and a high level of craftsmanship to every project she touched.

Patricia stands out for her ability to combine creative vision with strong execution. She is extremely hardworking, detail oriented, and highly productive. No matter the assignment, she approached her work thoughtfully and thoroughly, ensuring that the final result was both polished and effective. Her versatility allowed her to contribute across a wide range of responsibilities, making her an invaluable teammate and a dependable resource in any situation.

Beyond her technical and creative strengths, Patricia was a pleasure to work with. She brought a positive attitude, collaborated well with others, and earned the respect of colleagues through both the quality of her work and the consistency of her efforts. I always appreciated her professionalism and her willingness to step in wherever needed to help move projects forward.

I am confident that Patricia would be a strong asset to any organization fortunate enough to have her. She has my wholehearted recommendation, and I would not hesitate to work with her again. Please feel free to contact me if additional information would be helpful.

Bronson Grange

Developer
Hawkins Companies
208.914.8562 | bgrange@hcollc.com



“She consistently demonstrated the ability to work well with others, manage multiple priorities and take initiative with very little direction. Patrica is dependable, self-motivated, and committed to doing quality work.”



Noe DeValle
Facilities Manager
Hawkins Companies



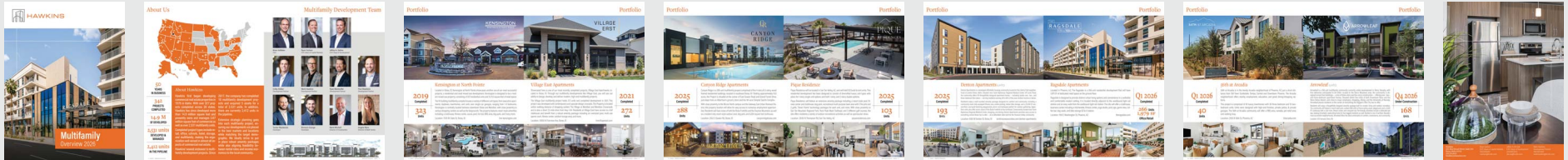


portfolio samples

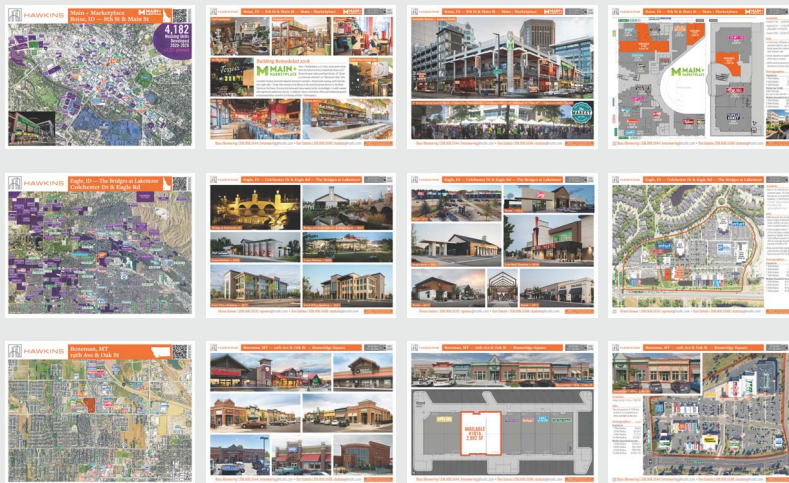
Corporate – Hawkins

Marketing Operations: Solely executed all graphic design, marketing collateral, and visual assets for every facet of a 70-employee commercial retail development organization.

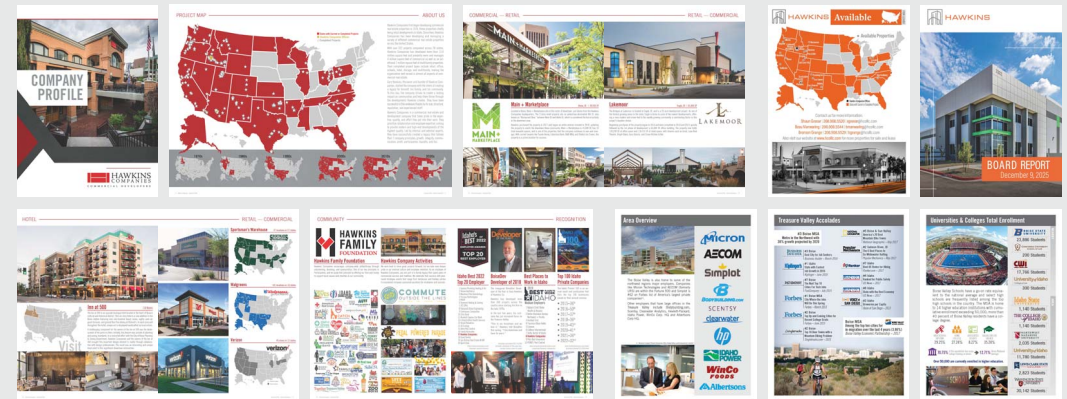
Multifamily Brochure



Property Fliers – 40-50 sites



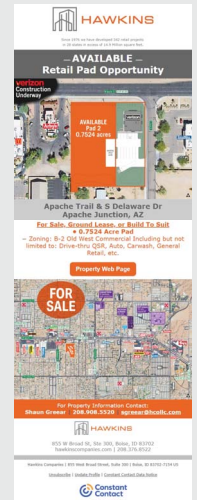
Corporate Brochures



Development Proposal



Emailers



portfolio samples



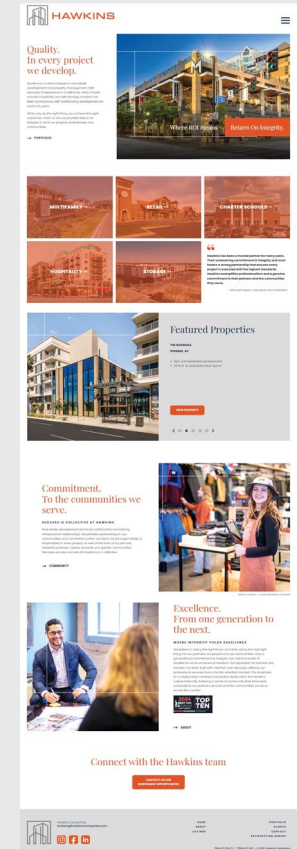
Corporate – Hawkins

Event Management: Spearheaded the logistics, vendor rentals, and marketing collateral for a 900 SF corporate booth at the ICSC Las Vegas ReCon trade show with an annual budget of \$60K–\$80K.

Trade Show – ICSC Vegas (600 booths & 25,000 attendants)



Hawkins WordPress Site



Company Re-brand 2024



Logos



Office Posters



PAD AVAILABLE
GROUND LEASE OR
BUILD TO SUIT
HAWKINS
Tucker 480.289.2007
Mackenzie 480.289.2007

PAD AVAILABLE
GROUND LEASE
BTS OR SALE
HAWKINS
SHAUN GREAR 208.908.5520





portfolio samples

Signage

Signage Production: Coordinated the end-to-end design, layout, and installation oversight of 30-70 commercial leasing signs, property banners and window wraps annually to maintain brand identity and quality across the country.

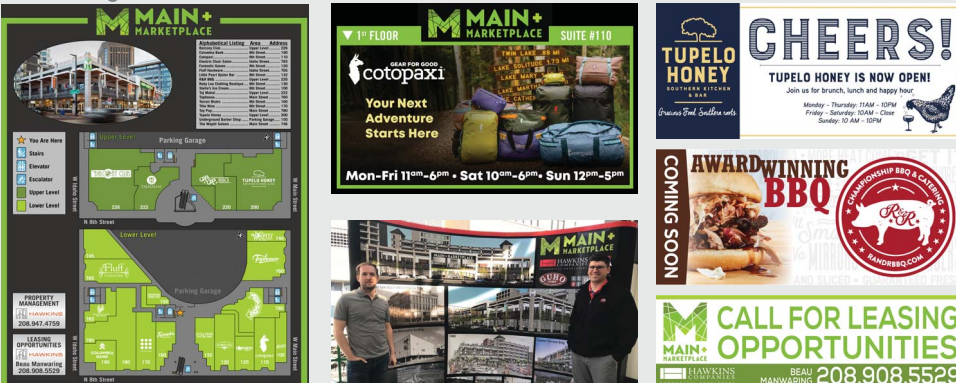
Multifamily



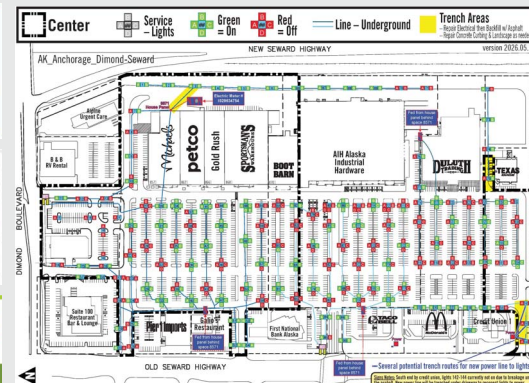
Large window wrap



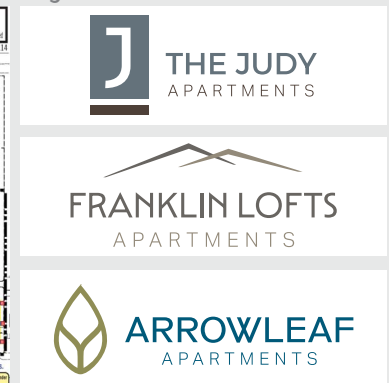
Tenant Signs



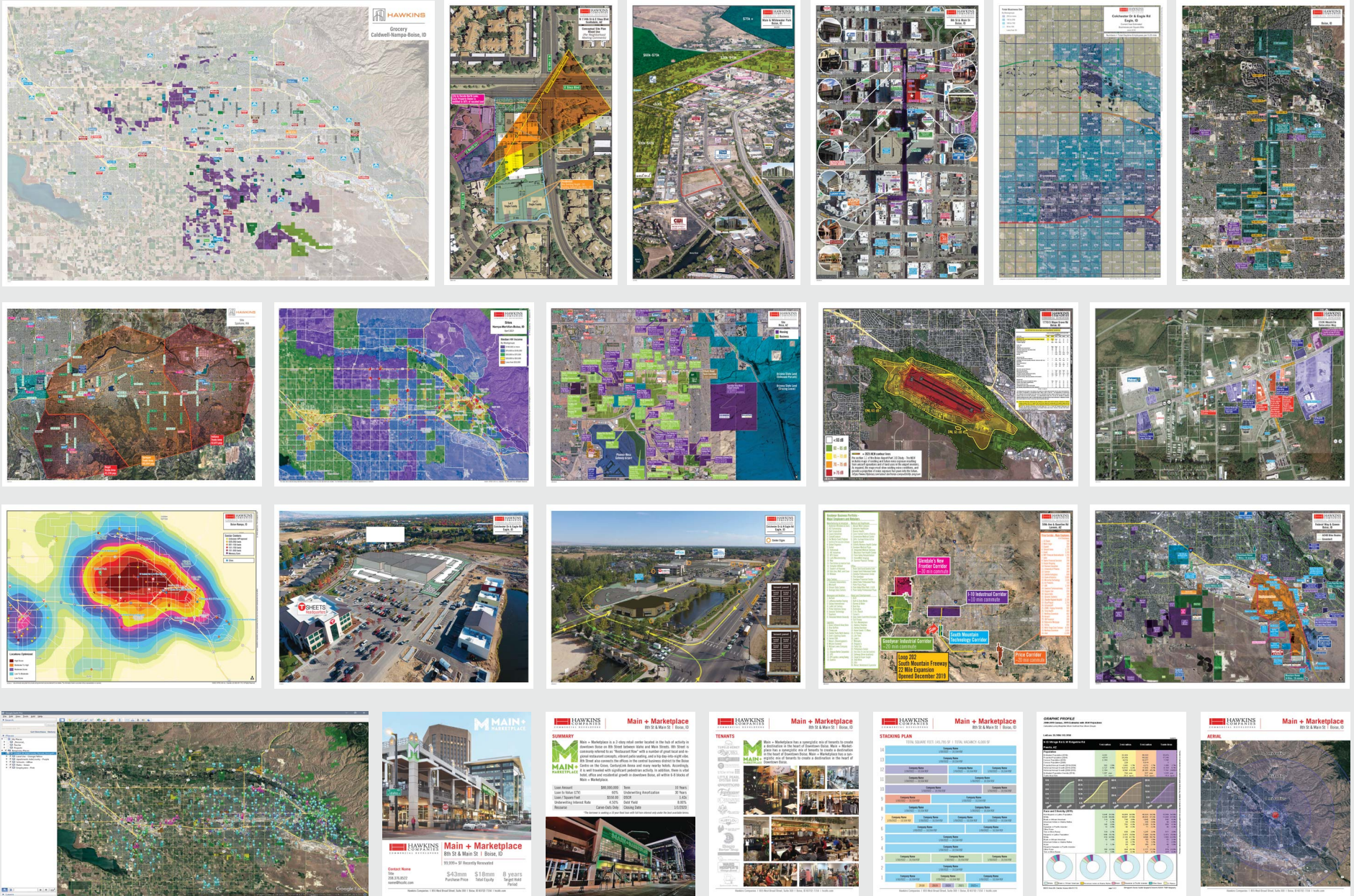
Exhibits



Logos



Data & GIS Analysis: Processed hundreds of demographic reports and generated dozens of detailed retail competition maps annually to support initial site-touring and site-selection committee presentations.

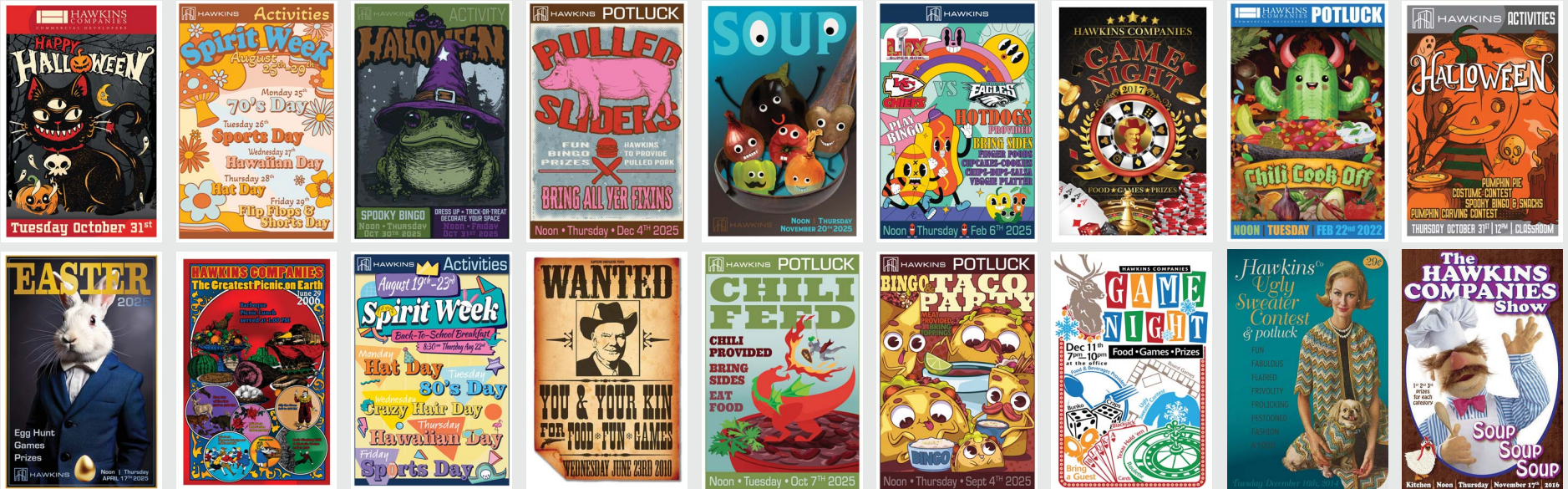




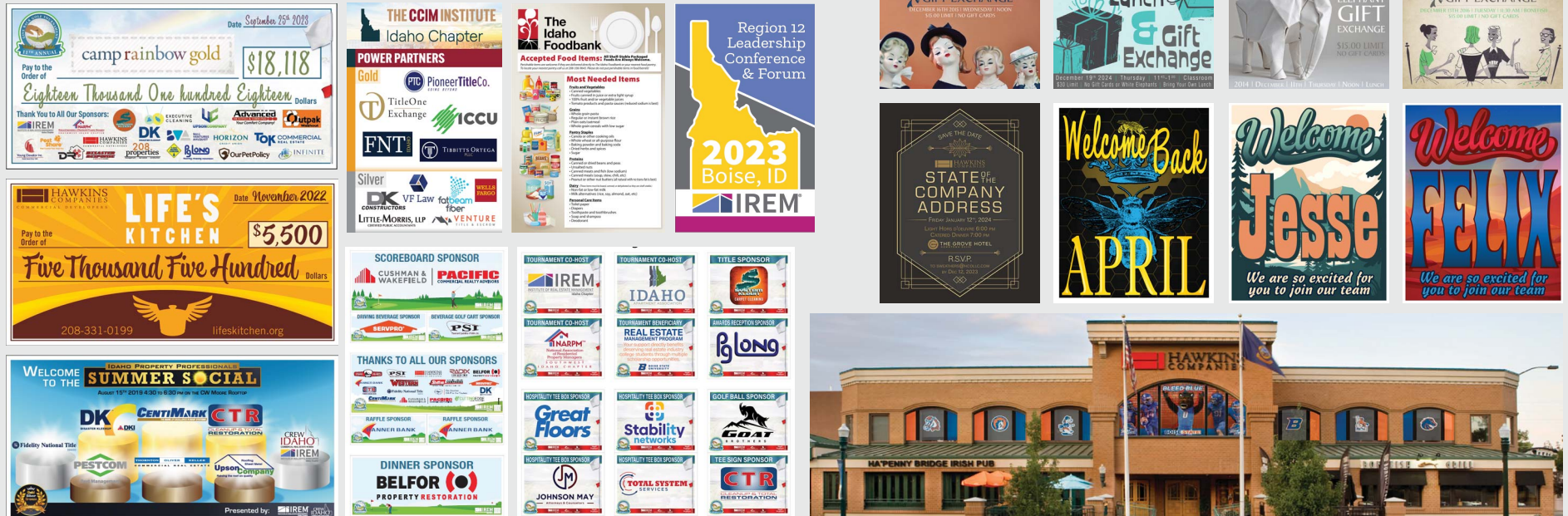
portfolio samples

Company Events

Community Relations: Upheld positive public relations by developing quality sponsorship materials such as golf tournament signage for local charity events.



Sponsorships & Charity

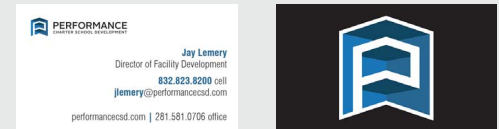


Branding Development: Used their initial logo design to develop a cohesive brand for all their marketing and curricula materials. Helped maintain their website in WordPress.

School Development Brochure



Signage



Fliers & Mailers



Curriculum Brochure



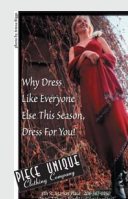
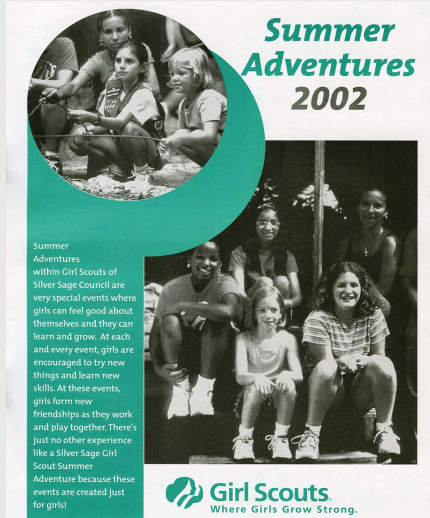


portfolio samples

Publication — Boise Weekly & Aspen Graphics

Operational Leadership: Orchestrated the complete layout and production lifecycle of a 30–50 page local newspaper. Ensured structural design consistency and quality control under a weekly deadline.

Editorial Layout





Patricia Wennstrom

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zebrablue.net | [linkedin.com/in/patricia-wennstrom-a56087412](https://www.linkedin.com/in/patricia-wennstrom-a56087412)