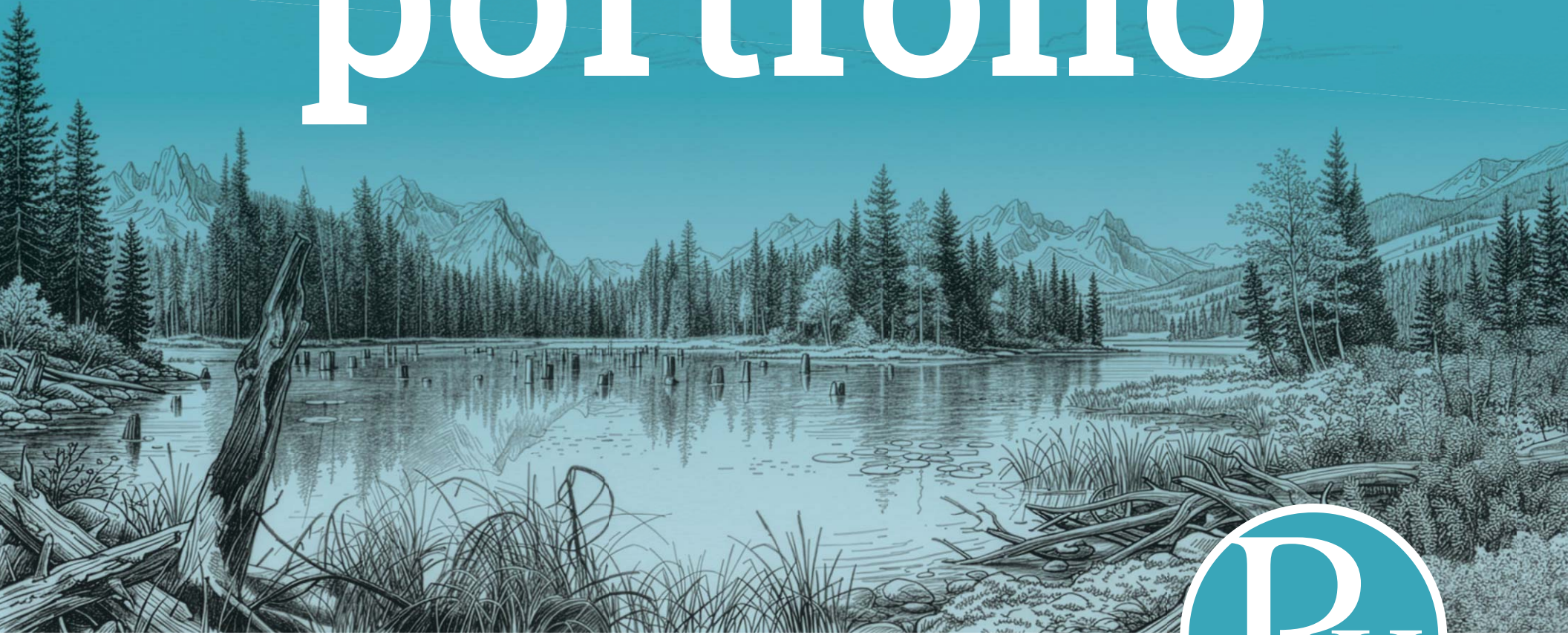


portfolio



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



Owyhee Canyonlands



Patricia Wennstrom

Boise, ID | 208-319-6662 | zebrablue.net
patriciawennstrom@yahoo.com
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

professional 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



White Clouds Wilderness Area



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

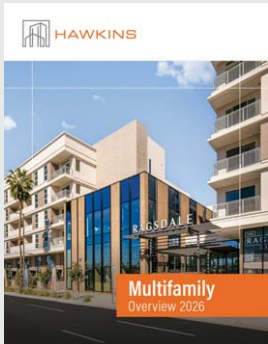


The Owyhees



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 Overview 2026

Portfolio

Kensington at North Pointe

2019
Completed

333
Units

Portfolio

Village East Apartments

2021
Completed

272
Units

Portfolio

Canyon Ridge

2025
Completed

288
Units

Portfolio

Pique Residences

2025
Completed

103
Units

About Us

50 YEARS IN BUSINESS

342 PROJECTS COMPLETED

14.9 M SF DEVELOPED

2,531 UNITS DEVELOPED & MANAGED

2,412 UNITS IN THE PIPELINE

Multifamily Development Team

2027: The company has completed its multifamily development pipeline and is currently in the process of completing 2,412 units in the pipeline.

2027: The company has completed its multifamily development pipeline and is currently in the process of completing 2,412 units in the pipeline.

Portfolio

Denton Apartments

2025
Completed

193
Units

Portfolio

Ragsdale Apartments

Q1 2026
Completed

266
Units

Portfolio

56th at Arcadia

Q1 2026
Completed

40
Units

Portfolio

Arrowleaf

Q4 2026
Under Construction

168
Units

Portfolio

Springs Crossing

Pre-Development
Land Purchased

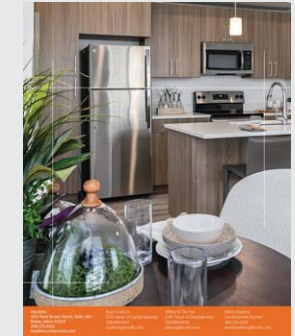
322
Units

Portfolio

Maple Grove & Overland

Pre-Development
Land Purchased

162
Units



Multifamily Brochure

COMPANY PROFILE

HAWKINS

PROJECT MAP

ABOUT US

COMMERCIAL – RETAIL

MAIN STREET

LAKE MOOR

COMMERCIAL – COMMERCIAL

LAKE MOOR

COMMERCIAL

LAKE MOOR

COMMERCIAL

LAKE MOOR

HAWKINS

BOARD REPORT

May 14-15, 2024

HAWKINS

BOARD REPORT

December 9, 2023

HAWKINS

BOARD REPORT

May 26, 2023

HOTEL

LAKE MOOR

STORAGE

LAKE MOOR

PERFORMANCE CHARTER SCHOOLS DEVELOPMENT

JUBILEE

PERFORMANCE CHARTER SCHOOLS DEVELOPMENT

JUBILEE

COMMUNITY

HAWKINS FAMILY FOUNDATION

COMMUNITY

HAWKINS FAMILY FOUNDATION

COMMUNITY

HAWKINS FAMILY FOUNDATION

COMMUNITY

HAWKINS FAMILY FOUNDATION

Area Overview

Micron

Simpliot

Area Overview

Micron

Simpliot

Treasure Valley Academics

LAKE MOOR

Treasure Valley Academics

LAKE MOOR

Innovations & College Total Enrollment

LAKE MOOR

Innovations & College Total Enrollment

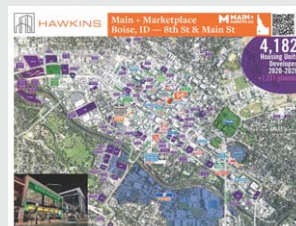
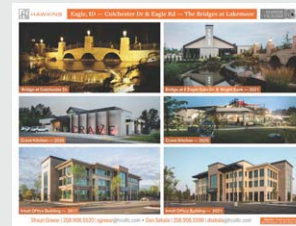
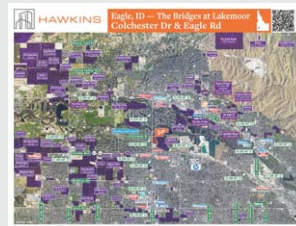
LAKE MOOR

Corporate Brochure

reports

Corporate — Hawkins

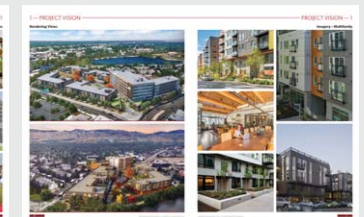
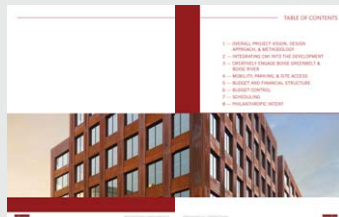
Collateral Lifecycle Management: Managed the end-to-end lifecycle of critical sales assets, meticulously maintaining 40–50 leasing fliers and delivering large pitch packages, which enabled the leasing and development departments to rapidly respond to opportunities and always meet urgent client deadlines



Property Fliers — 40-50 sites



Financial Brochure



Development Proposal

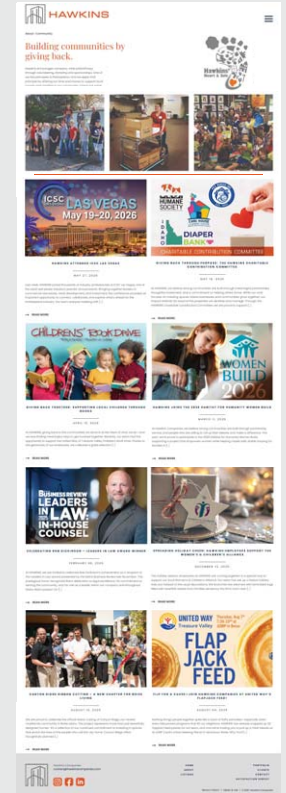
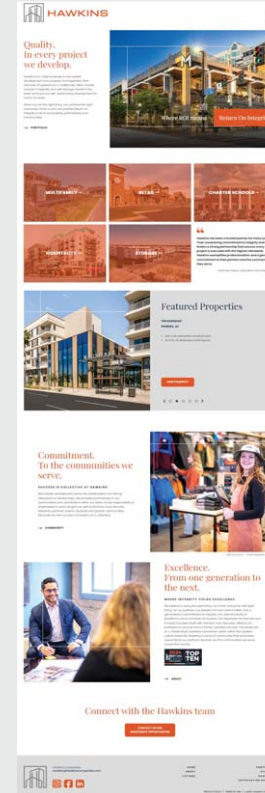
Development Proposal



portfolio

Corporate – Hawkins

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

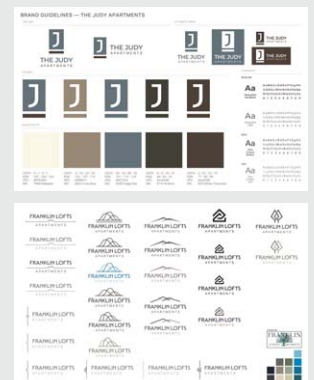
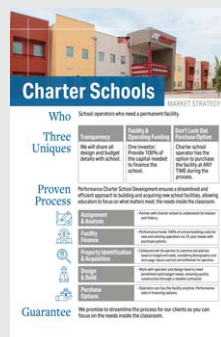
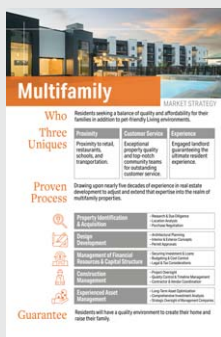


Company Re-Brand (apply new logo & style to all collateral)



Property Emailers

Maintained WordPress Site (designed by others)



Office Posters

Logos – Multifamily

Corporate – Hawkins



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

For Sale Land Opportunities

HAWKINS

Ohio

Lorain – Leavitt Rd & Nantucket Dr

HAWKINS

Idaho

Eagle – Colchester Dr & Eagle Rd

HAWKINS

MEET US IN LAS VEGAS

Schedule a meeting today with Associates from our Leasing & Development Divisions to discuss real estate opportunities.

SCHEDULE NOW

Ask us about these Development Opportunities...

HAWKINS

Hawkins has been successful with outstanding real estate development for nearly 50 years. We are passionate about enhancing communities and creating places to live, learn, work and play.

BOOTH 5504P **ICSC LAS VEGAS** **May 19-20, 2025**

Emailer

Property Boards



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.

Available Properties

HAWKINS

Retail

HAWKINS

Multifamily

HAWKINS

Charter Schools

HAWKINS

Hospitality

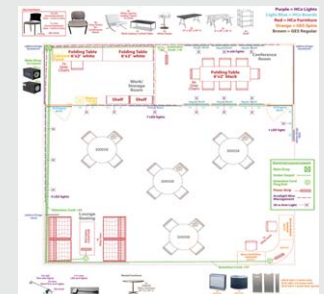
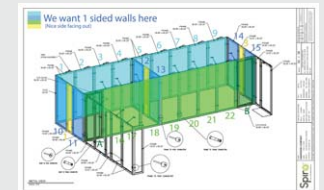
HAWKINS

Storage

HAWKINS

Product Boards

HAWKINS



Trade Show Planning & Management



Signs & Ads

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.



Sign Packages – Multifamily



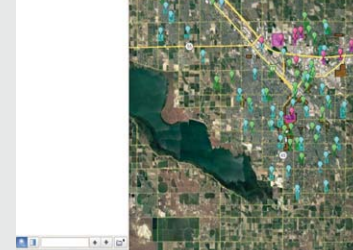
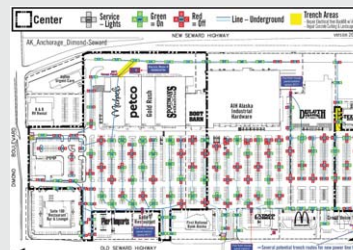
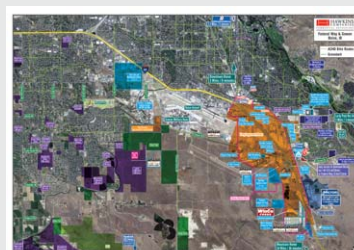
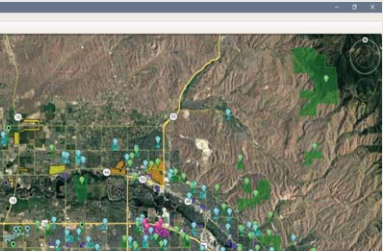
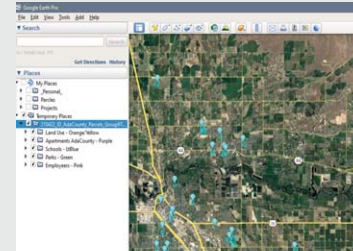
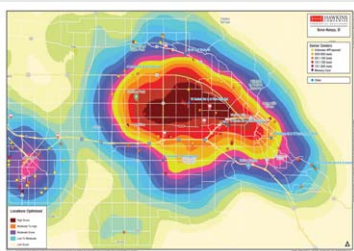
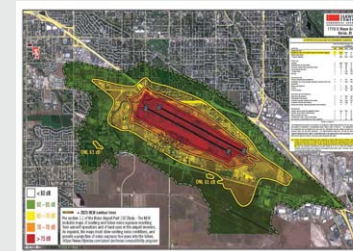
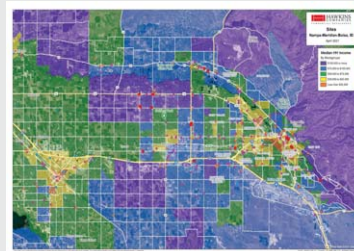
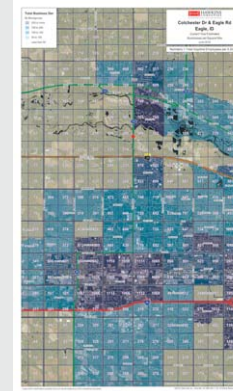
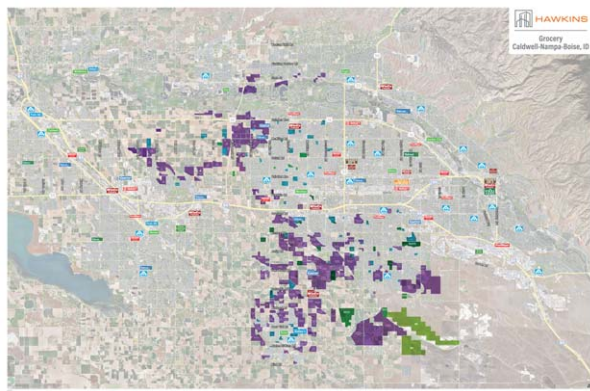
Large window wrap



Tenant Signs

Mapping & GIS

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.



Real-Estate Committee Decks

Exhibits

Google Earth



Company Events

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



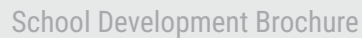
Company Activity Posters



Sponsorships & Charity



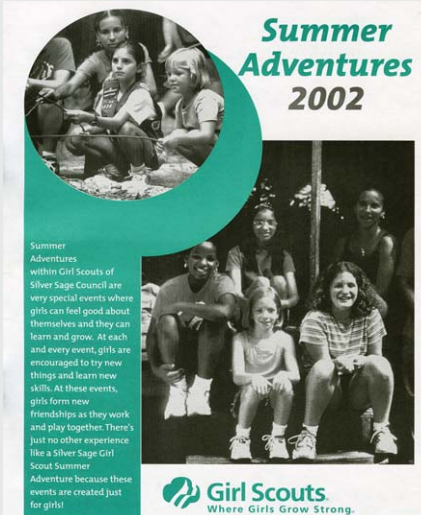
Branding Development: Used their initial logo design to develop a cohesive brand for all their marketing and curricula materials. Helped maintain their website in WordPress.



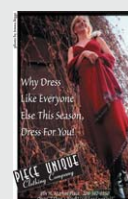


Publication — Boise Weekly & Aspen Graphics

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



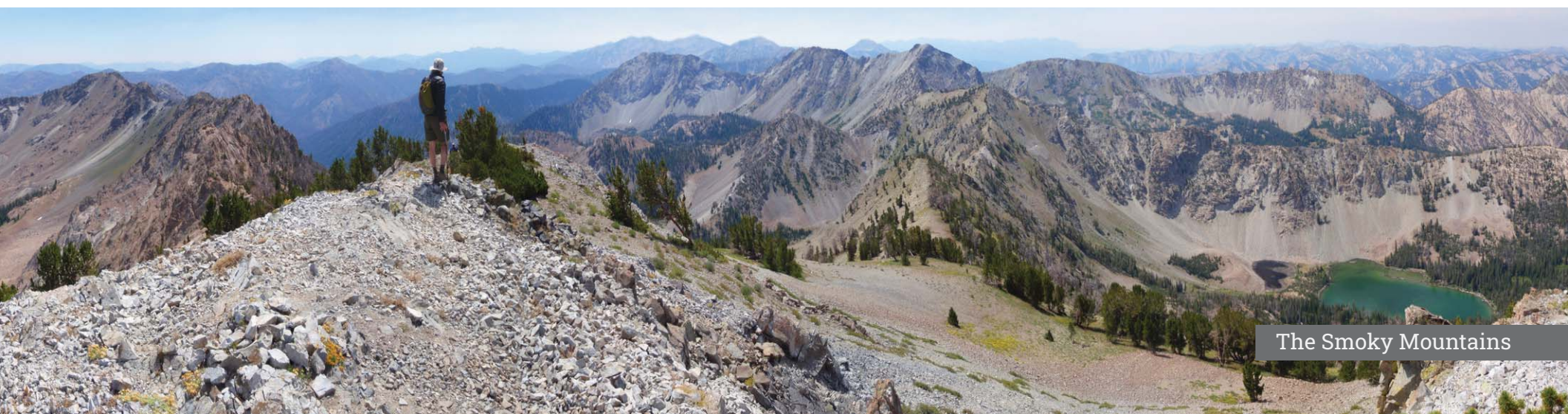
Patricia possesses an excellent understanding of branding, audience targeting, and communication strategies, allowing her to create meaningful results. Her attention to detail, strong design skills, and ability to translate concepts into reality made her an invaluable member of our team.

Patricia is a dependable and a joy to work alongside. She communicates effectively, manages deadlines efficiently, and works well with coworkers. She always has a positive attitude, is willing to accept feedback, and brings a commitment to produce exactly what is hoped for. I am confident that Patricia will be an asset to any organization. I highly recommend her without reservation!



Ken Tucker

Construction Manager
Hawkins Companies



The Smoky Mountains



born right here in Idaho

When I am not wandering off into the Idaho wilderness, I am usually busy cultivating my own slice of nature at home in the yard or wrangling our random menagerie.

This deep connection to the outdoors fuels my creative energy, providing fresh perspectives and inspiration that I channel into my design work.

Balancing the structured world of corporate marketing with the beautiful chaos of gardening and caring for animals keeps me grounded, resourceful, and always ready for the next challenge.

working right here in Idaho

I am a Boise-based Graphic Designer with nearly three decades of experience to lead visual strategy and marketing operations.

Having served as the sole designer for a major commercial retail developer for over two decades, I specialize in balancing creative execution with business logistics, managing corporate marketing budgets, high-volume asset life-cycles, and large-scale event branding.

With a background spanning corporate retail development, editorial production, and print management, I deliver high-impact marketing collateral and visual assets that accelerate business growth and protect brand identity under tight deadlines.

when you hear hoofbeats, think zebrablue



early days



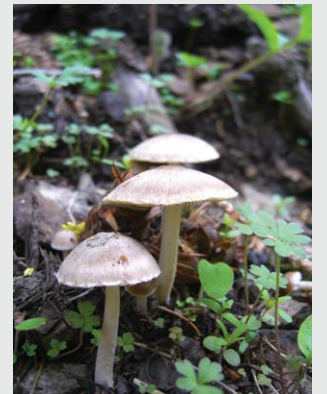
early years



early evening

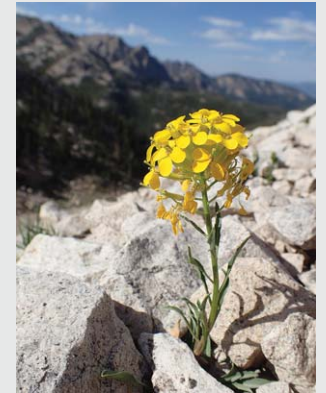
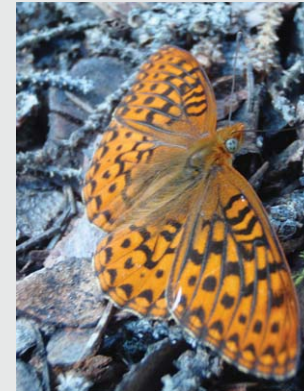
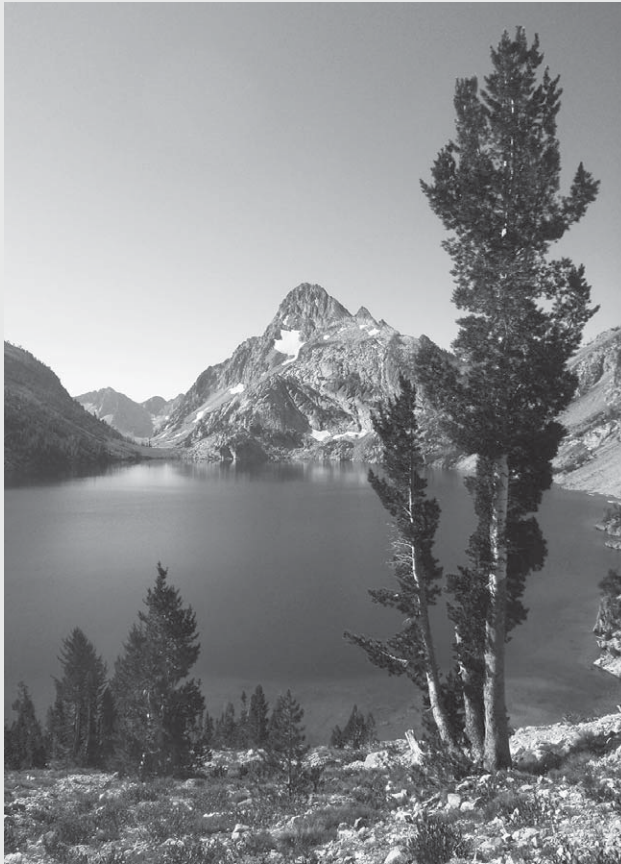
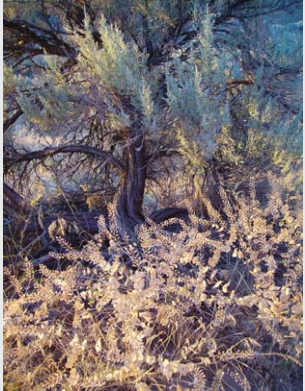
Photos

Snapshots:
From hikes around the West



Photos

Snapshots:
From hikes around the West





Patricia Wennstrom

patriciawennstrom@yahoo.com | 208-319-6662 | Boise, ID
zebrablue.net | linkedin.com/in/patricia-wennstrom-a56087412