

corina chalstrom

design leader global color, graphics & product strategy

contact

-  <https://www.corinachalstrom.info/>
-  corinaschalstrom@gmail.com
-  (970) 829-9989
-  windsor, colorado
-  LinkedIn

skills

- illustrator
- photoshop
- indesign
- project management systems

leadership highlights

- strategic capabilities
- design direction
- creative leadership
- product strategy
- global color strategy
- organizational development
- team building
- cross-functional leadership
- brand storytelling
- process transformation
- product commercialization

awards

COMPLETED: Leadership
Blueprint Catalyst program

AWARDED: Crocs Brand
Play to Win Award

Short to Market Ballet Project
Drove \$14.7M in incremental annual revenue

AWARDED: Crocs Brand
Core 4 Achievement

Brand Graphics
Growth of +32% contributed \$225m revenue

interests

-  enthusiastic basketball fan
-  avid reader
-  constant creative

professional summary

- Design leader with 15+ years of experience driving global product, color, graphics, and consumer experience strategies for market-leading brands. Proven track record of translating consumer insights into commercially successful product narratives, leading high-performing creative teams, and aligning cross-functional partners around a shared vision.
- Known for building scalable creative processes, elevating organizational capabilities, and connecting design strategy to business growth. Combines deep product expertise with strong leadership, influencing stakeholders across merchandising, product creation, development, and executive leadership to deliver impactful consumer-centered innovation.

work experience

crocs inc. | may • 2015 present |
sr. manager | color, material, graphics

Experience with managing & leading a creative team through:

➤ concept design ➤ designing to briefs ➤ design led presentations ➤ spec creation and hand-off ➤ development problem solving

- Helped lead strategy, creative direction, and team development across global color, graphics, and materials initiatives, shaping consumer-relevant product experiences and brand storytelling across multiple categories.
- Led the Color, Materials, and Graphics team, establishing scalable processes and clear creative direction across seasonal and SMU initiatives.
- Developed and executed global CMG strategies that aligned consumer insights, trend forecasting, and brand objectives, strengthening product differentiation and market relevance.
- Partnered with product, merchandising, marketing, and development leaders to bring consumer-focused product concepts from strategy through commercialization.
- Created and scaled a rapid-development process for special projects and key account opportunities, accelerating speed-to-market and expanding business opportunities.
- Directed the creation of 60+ consumer and trend-driven graphics per season, ensuring consistency of brand storytelling while supporting revenue-driving product assortments.
- Introduced new materials, finishes, and graphic applications that elevated perceived value and contributed to product premiumization initiatives.
- Led organizational improvements that increased team efficiency, strengthened accountability, and improved cross-functional collaboration.
- Mentored and developed designers, building team capability while fostering a culture of creativity, growth, and high performance.
- Influenced global brand expression through cohesive color, graphics, and storytelling frameworks adopted across multiple product categories.

rubie's costume co. | sept • 2010 may • 2015 |
marketing & product design

- Led cross-functional product, marketing, and design initiatives across licensed and proprietary brands.
- Managed packaging, catalog, digital, and product design programs supporting seasonal product launches.
- Collaborated with licensors to ensure brand integrity across physical and digital consumer touchpoints.
- Developed technical design standards and quality systems that improved execution consistency.

education

colorado state university | sept • 2006 dec • 2009 |



bachelor of applied human sciences
apparel design and production