

# Catherine Borgstrom

PORTFOLIO



SELECTED WORKS

-

2021 / 2026

GRAPHIC DESIGN

welcome



## About Me

DESIGN FOR IMPACT

I'm a communications strategist and visual thinker working at the intersection of climate, justice, and design. I originally trained as an industrial designer, which shaped my human-centered, systems-oriented approach to problem solving – and later earned a Master's in Climate & Society at Columbia, where I focused on how climate change intersects with social systems, equity, and community resilience.

My creative work spans graphic, web, and UX design as well as illustration. I center messaging in everything I make, and bring an unusually deep background in climate strategy, universal design, and research to the visual work – which means I can help mission-driven organizations not just look good, but communicate with clarity and purpose.

Most recently I've been focused on brand and campaign work for mission-driven organizations, using design and communication to help them clarify their messaging and inspire action.

This portfolio is a selection of that work – design in service of messages that matter.



SEE MY OTHER INTERESTS

[www.catherineb.org/strom](http://www.catherineb.org/strom)



01

Work on Climate

Volunteer run non-profit focused on helping connect people working in the climate space and dedicated to shaping a regenerative economy.

03

Brightland

Small Christmas light business in the Seattle area owned and operated by mountaineers and expert climbers.

05

Dr. Tracy McCarthy

Private physician owned functional medicine psychiatry practice delivering customized holistic care and education to patients.

02

Alice B. Toklas

The Alice B. Toklas LGBTQ Democratic Club is the oldest queer Democratic club in the country, committed to organizing queer power and protecting LGBTQ rights.

04

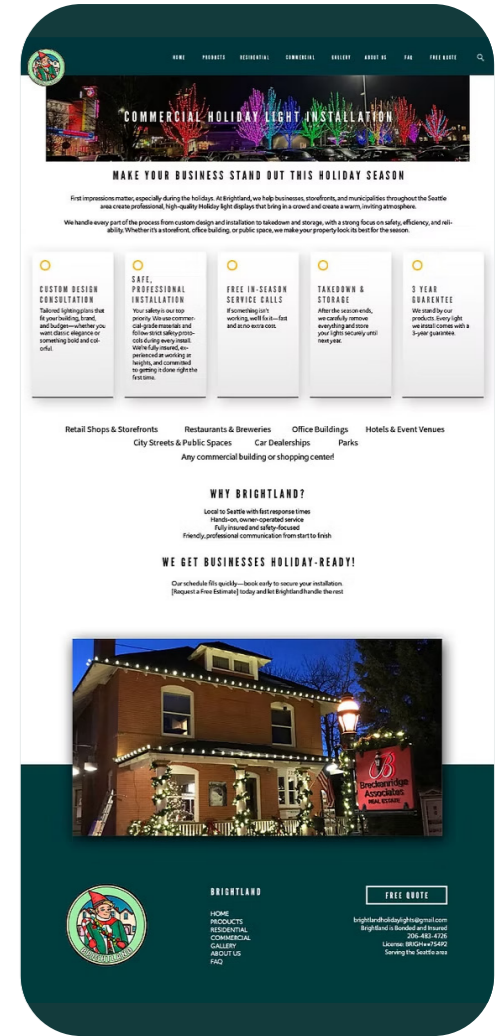
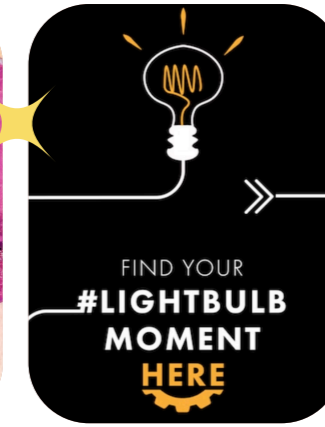
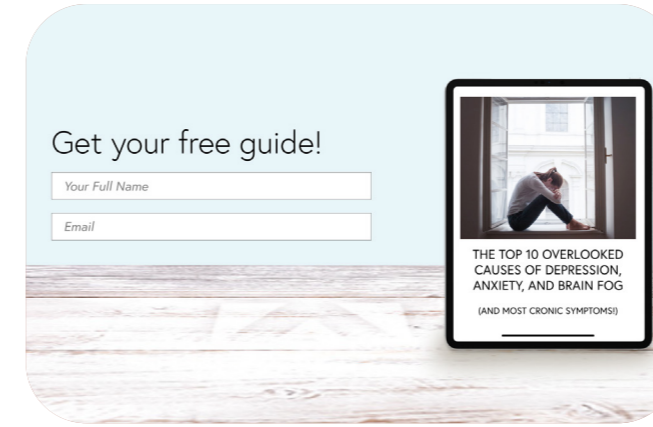
MRPI

Student-led advocacy organization, supporting inclusive communications and engagement with research and policy stakeholders.

06

Workshop Cafe

Tech based co-working startup in San Francisco providing flexible workspace for a wide array of organizations.



01

# WORK ON CLIMATE

Campaign Branding and Graphic Design - 2026

Working with the Work on Climate marketing team I created a branding campaign that aligned with the non-profit's new mission launching for 2026, with a focus shift from helping people to find climate jobs to helping people to work on climate from wherever they are in their careers.

The new campaign played off of the overall brand of Work on Climate to emphasize growth and development both for the organization and their members with a "grow where you're planted" motif and subtly re-emphasized colors and visioning inspired from the new approach.

WORK ON CLIMATE IS EVOLVING

**FROM HELPING YOU NAVIGATE CLIMATE JOBS TO HELPING YOU BECOME CLIMATE LEADERS**

BUILDING TOWARDS A REGENERATIVE ECONOMY



- Increasing your impact: helping you realize the full spectrum of ways you can make a difference
- Supporting: organizing with others around transforming your sector

WORK ON CLIMATE

OUR ECONOMY DEPENDS ON

**HEALTHY PEOPLE, SOCIETIES, & NATURAL ECOSYSTEMS**



WORK ON CLIMATE

**HELP US BUILD TOWARDS A FUTURE WE ALL NEED**

JOIN THE MOVEMENT

WORK ON CLIMATE

OVER THE LAST YEAR

**WE NOTICED A SHIFT**

The momentum that once fueled rapid growth

SEE MORE  
[www.workonclimate.org](http://www.workonclimate.org)



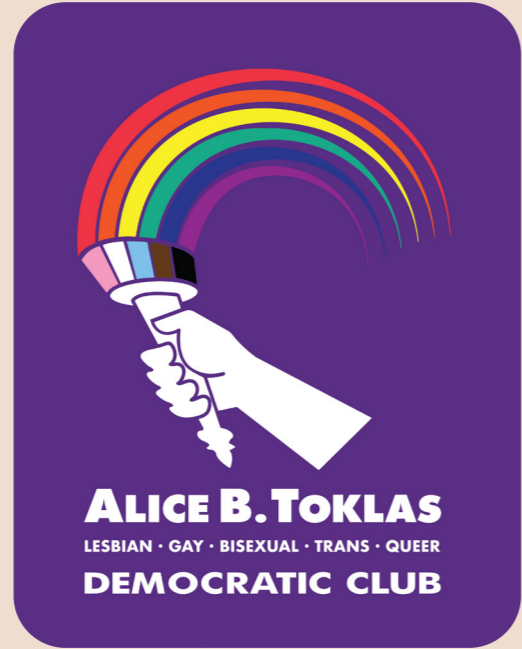
02



Logo Refresh - 2026

The Alice B. Toklas LGBTQ Democratic Club is one of the oldest LGBTQ political organizations in the United States, with a visual identity that carries significant historical weight. This freelance project involved refreshing the organization's logo to more fully represent the breadth of the LGBTQ community it serves, while preserving the integrity of the original mark.

I applied the updated identity across multiple logo configurations to ensure the refresh worked cohesively across all the organization's existing uses, and developed a modular version of the system allowing the torch colors to represent specific communities within the broader LGBTQ umbrella.



ABOUT BRIGHTLAND

Welcome to Brightland — where your holiday dreams shine brighter.

With over 8 years of experience designing and installing custom Holiday lights, Brightland specializes in transforming homes and businesses across the Seattle area into dazzling displays of holiday cheer.

Our journey started in Colorado and Washington, working on everything from residential rooftops to commercial installations in cities like Boulder and Bellingham. Today, Brightland is proudly focused on serving the greater Seattle community with professional, high-quality lighting that brings joy and wonder to every corner we touch.

At Brightland, we handle everything—from custom design and installation to maintenance and takedown—so you can focus on enjoying the season. Whether you're looking to light up your home or add a festive touch to your storefront, we're here to make it beautiful, seamless, and stress-free.

Let's make this season unforgettable. Reach out today to schedule a free consultation and secure your spot on our holiday calendar.

FREE QUOTE

OUR TEAM



LELAND

FOUNDER - TEAM LEAD

My Name is Leland and I'm dedicated to quality and customer satisfaction.

As the owner and installer, I bring a hands-on, personal approach to every project. Outside of the holiday season, I work as a mountain guide, leading expeditions in Alaska during the spring and guiding in the Cascades through summer. That experience has taught me the importance of safety, precision, and working with nature—skills I bring to every light I hang.



BRIGHTLAND

HOME PRODUCTS RESIDENTIAL COMMERCIAL GALLERY ABOUT US FAQ

FREE QUOTE

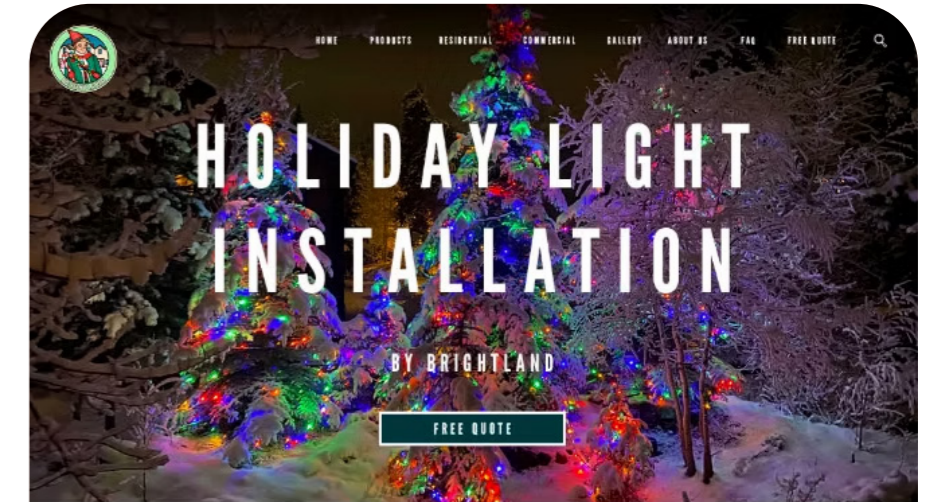
brightlandholidaylights@gmail.com Brightland is Bonded and Insured 206-483-4726 License: BRIGH#754P2 Serving the Seattle area

03

Brightland

Web Design - 2025

During the launch of Brightland's 2025 holiday season lights business I designed a new landing page and website plan including visual branding and layout to showcase their work and complement the business's ties to outdoor activity spaces and founders life as a climber and mountain guide.



SEATTLE'S CUSTOM HOLIDAY LIGHT EXPERTS

Bring the magic of the holidays to your home or business with professional holiday light installation from Brightland. With years of experience and a background in both residential and commercial projects, we create custom displays that make your property shine all season long.

We proudly serve the greater Seattle area, offering full-service holiday lighting—from custom design and installation to maintenance, takedown, and off-season storage—so you can enjoy the holidays without the hassle.

- CUSTOM DESIGNS, SAFE, PROFESSIONAL INSTALLATION, FREE IN-SEASON SERVICE CALLS, TAKEDOWN & ORGANIZED STORAGE, ALL LIGHTS ARE GUARANTEED FOR 3 YEARS

Whether you're decorating your home for the first time or elevating your business's holiday presence, Brightland is here to bring your vision to life—beautifully, safely, and stress-free.

Book Early — Our Calendar Fills Fast!

04



Logo and Branding Design - 2023

With guidance from the Georgetown Migration and Refugee Policy Initiative board members and leadership team I created a new logo and comprehensive branding framework for the student-led advocacy organization, supporting inclusive communications and engagement with research and policy stakeholders.

CHECK OUT THEIR INITIATIVES

<https://www.instagram.com/georgetownmrpi/?hl=en>

**KNOW  
YOUR  
RIGHTS!**

**LEADERSHIP**  
Nominations are now open for 2025/2026 :

President ●  
Vice-President ●

**APPLICATION DEADLINE:  
APRIL 7 AT 11:59 PM**

*Applicants from all graduate schools are welcome!*




Functional Medicine is what you've been looking for.

Do you know deep down that something is not right with your health?

Do you wish someone would really listen and take your story seriously?

Are you looking for someone who can help you find answers and show you what to do to feel better?





You deserve a team that **listens** and understands. With advanced testing and the systems-based functional medicine approach, we help you figure out what's really going on.

We develop a **personalized treatment plan** that's as unique as you are. And we support you in making the nutrition and lifestyle changes that will create lasting health.

Wondering what could be causing your symptoms?

DOWNLOAD YOUR **FREE GUIDE** ON OUR WEBSITE



Dr. Tracy McCarthy

THE TOP 10 OVERLOOKED CAUSES OF DEPRESSION, ANXIETY, AND BRAIN FOG (AND MOST CHRONIC SYMPTOMS)

PREVIEW OUR PROGRAM **FREE WEBINAR** REGISTRATION NOW OPEN





THE *Natural* MOOD SOLUTION  
with Dr. Tracy McCarthy



The *Natural* Mood Solution  
90 DAY PROGRAM COMING THIS FALL

JOIN THE WAITLIST ON OUR WEBSITE

Dr. Tracy McCarthy  
FUNCTIONAL MEDICINE

05

Dr. Tracy McCarthy

FUNCTIONAL MEDICINE



Web and Branding Design - 2021

Working directly with the business owner and primary physician, Dr. McCarthy I developed and led a full rebrand for the launch of a new suite of online services to supplement the growing private practice.

Rebranding deliverables included a new logo, visual identity, and UX strategy for website and patient-facing services developed with feedback from primary and secondary service providers working along side Dr. McCarthy.

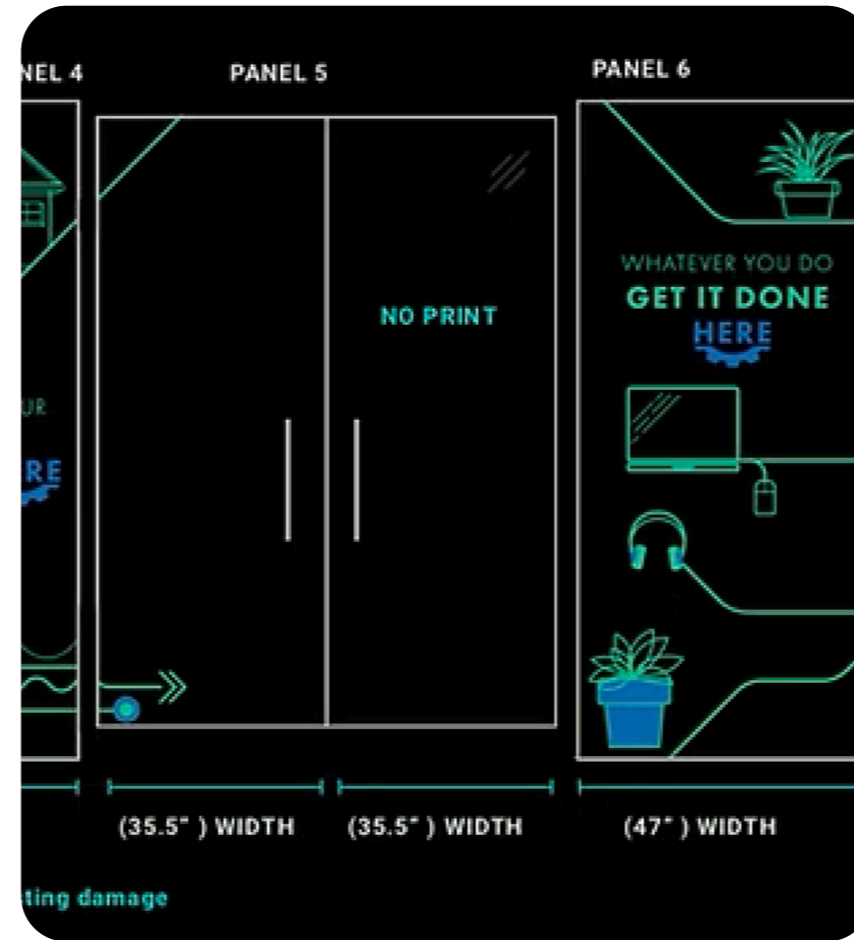
The practice wanted to move away from a very clinical feel to something more visually aligned with wellness and self care spaces while still utilizing the physicians depth of knowledge to develop supports for her patients in their functional medicine treatment plans.

Branding development focused on translating client experience and patient care journey's to promote the more holistic approach to physical and mental health services offered by the practice.

SEE HOW IT'S BEEN USED

<https://www.instagram.com/drtracymccarthy/>





I worked with the marketing team at Workshop Cafe to develop a marketing campaign aiming to bring in a wider variety of clients into the co-working spaces in San Francisco.

Workshop's model allowed for many different fields to bring work and client interactions into the curated space to keep developing their own small business, start ups, and non-profit groups.

The space had previously catered to tech start ups but as we saw more interest from different sectors and groups we launched our "Work Here" campaign to showcase the breadth of different organizations and types of work that could find a home in the workspace.


The most impactful of these ads was a window decal for the SoMA space that was developed by speaking with the many co-working clients we had in the space about what made Workshop and San Francisco home-base for their work.


MORE DETAILS AVAILABLE AT  
<https://www.catherineb.org/workshop>



# Thank you.

Get in touch!

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