

REBECCA CALDEHED

BRAND & DESIGN MANAGER / ART DIRECTOR

Stockholm

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LinkedIn

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Experience

Brand & Design Manager

Oneflow
Aug 2022 – present

- Developed and designed high-impact visuals, multimedia brand assets and motion graphics for campaigns across all channels: including paid ads, organic content, websites, in-app visuals and event material.
- Maintained and elevated Oneflow's brand identity through strategic decisions on initiatives, design principles and cross-functional alignment.
- Successfully led design production for 30+ multi-platform campaigns and brand launches.
- Encouraged proactivity and optimized the team's creation process by implementing 20+ visual templates, guidelines and AI efforts, while maintaining high creative standards.
- Partnered with the Growth team to develop a refined LinkedIn organic strategy, resulting in a 23% follow increase in 2024, compared to 13% in 2023.

Art Director Intern

Pirr
July 2021 – Oct 2021

- Proposed and developed product improvements for Pirr, which were later implemented.
- Created a visual prototype in Figma and Adobe XD, which served as a design foundation for the current product.
- Researched audible AI with the purpose of developing Pirr.

Art Director Intern

HiQ
Mar 2021 – June 2021

- Collaborated with the creative team to develop campaigns for clients, producing scripts and storyboards.
- Provided visual suggestions and assets for social media, aligned with clients' brand guidelines.
- Designed a comprehensive guide for new employees, following HIQ's visual identity.

Education

Art Director and Copywriter

YRGO
Jan 2020 – Dec 2021

Sound Design for Motion Picture

BTH
June 2021 – Aug 2021

Tools

- | | | |
|---------------|-----------|------------|
| Photoshop | Figma | Unity |
| Illustrator | InDesign | Blender |
| Premiere | Dimension | Capcut |
| After Effects | Lightroom | Midjourney |

Skills

Brand development

Experienced in shaping cohesive brand identities, evolving and scaling visuals across campaigns and channels.

Campaign production

Skilled at turning marketing goals into compelling creative assets that boost engagement.

Creative strategy

Partnering closely with Growth and UX to analyze performance data to optimise creatives and outcomes.