

Key Skills

Visual design (digital & print) · UX/UI · Motion graphics · Illustration · Layout & typography · Campaign production · Platform adaptation · HTML5 banner production · Print production · Photography & retouching · Quality control

Tools

Photoshop · Illustrator · After Effects · InDesign · PowerPoint · Figma · Bannerflow
Meta Creative Hub · Youtube

Languages

Swedish (native) · English (advanced level)

Work experience

Jun 2025 – Feb 2026

Digital Producer & Motion Designer

Orb Group (consultant for Hallon), Stockholm

- Produced and adapted campaign assets for social, display, DOOH and TVC/OLV .
- Ensured visual coherence and technical accuracy before delivery.
- Worked with existing campaign material, but also developed concepts in accordance with brand guidelines.
- Collaborated with media agency, marketing and design teams to meet design requirements.

Mar 2024 – Dec 2024

UX/UI Designer

Pinvino, Stockholm

- Led UX/UI design for a digital service from concept to first release.
- Created user flows, wireframes and Figma prototypes.
- Conducted user research and translated insights into design decisions.

May 2023 – Dec 2023

UX/UI Designer

Wasder, Stockholm

- Developed iterative UX/UI concepts to improve user experience.
- Worked with accessibility and contributed to design systems.
- Collaborated with developers to ensure feasible implementation.

Jan 2022 – Apr 2023

Digital Producer

Edisen, Stockholm

- Produced and adapted display ads in Bannerflow for paid campaigns.
- Built HTML5 banners for multiple formats and channels.
- Adapted campaign assets for different markets.
- Worked with concept development, illustration and retouching.

aug 2021 – jan 2022

Assistant Store Manager

Sandqvist, Stockholm

- Managed daily store operations, scheduling and customer service.
- Worked hands-on with visual merchandising aligned with seasonal campaigns and retail guidelines.

Volunteer Work

Feb 2021 – Dec 2023

Artist Manager

Trevarefest, Henningsvær

- Coordinated and communicated information to artists and crew.
- Managed bookings and coordinated activities for artists.
- Led and supported volunteers during the event.

Aug 2014 – Jun 2023

Festival Organizer

Popaganda, Stockholm

- Contributed to the planning and execution of a music festival and various music-related cultural events in Stockholm.
 - Served on the board for three years, including one year as secretary.
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Education

Aug 2019 – Jun 2021

UX Designer

Hyper Island, Karlskrona

- Completed a 5-month internship at Most Studios, working on real client projects.
- Contributed to design, user research, and user flow development.

Aug 2014 – May 2016

Photography

Gamleby School of Photography, Gamleby

- Completed a 6-month internship as a photography assistant, supporting production and image handling for established photographers.
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Courses

Jan 2025 – Apr 2025

Graphical Interfaces

Luleå University

Sep 2024 – Jan 2025

Elements of AI

Linköping University

Sep 2024 – Jan 2025

Frontend & Accessibility

Brobygrafiska

Jan 2021 – Jun 2021

Graphical Design & Typography

Linköping University

Jan 2017 – Jun 2017

Psychology 1

Lund University

Aug 2013 – Dec 2013

Photography

Berghs School of Communication