MARKUS ZELJAK

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Designer creating visual identities and systems that move and scale. I also explore and build custom tools that make identities easier to use and give teams more room to create.

Based in Gothenburg, Sweden (with housing in Stockholm). Fluent in Swedish and English.

EXPERIENCE

Ojity
Designer
Sep 2026 – Present

- Designing still and motion visuals and systems for various identities and activation projects.
- Storyboarded and animated a brand platform explainer, refining the script and direction with a strategist and director.
- Developed an identity and motion concept with the design director for an internal knowledge-sharing platform, plus a Cavalry prototype to speed up illustration production.

Ebb Scandinavia
Digital Design Intern
Nov 2025 – May 2026

- Designed UFAB's pictograms and finalized its custom numerals. Built a motion system for the logo and numerals. Co-created the storyboard, design, and animation for the brand launch film.
- Built a motion system for Biona's logo, custom typeface, and pattern, able to generate infinite variations in different styles.
- Created a proof-of-concept tool in Cavalry and Figma for producing on-brand assets and content.

Daya Ventures
Freelance & thesis
Sep 2025 – Nov 2025

- Created an investor presentation video for an equity crowdfunding campaign that raised €652K, reaching 259% of its target.
- Explored the business value of data-driven brand systems in my thesis, prototyping an asset tool and data-driven motion template.

Maestro Esports
Graphic Designer
Dec 2015 – Dec 2019

- Created the visual identity, jerseys, and social content for a remote, international esports team.
- Owned graphics production and delivering on tight deadlines.

Other experience

- Six years in steel production and fast food.

EDUCATION

Yrgo
Digital Designer
2024 – 2026

- Led brand strategy and visual identity work for two startups.
- Awarded the Adlerbertska Premiestiftelsen scholarship for outstanding thesis and academic results.

SKILLS

Design, Systems & Motion
Figma, Cavalry, Adobe CC, Rive, Lottie

Custom Tools & Web
Cavalry Web Player, Framer, Webflow, Codex, HTML/CSS