

Markus Zeljak

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Digital Designer creating visual systems, interactive experiences and custom tools that help brands stay consistent, adapt and, scale. Looking to grow my craft in digital brand design within a studio that values craft, ambitious ideas and experimentation.

Based in **Gothenburg**, with housing in **Stockholm**.
References available on request.

Experience

Ebb Scandinavia
Digital Design Intern
Nov 2025 – May 2026

- Helped shape and produce UFAB's **brand movie** (~350 MSEK revenue company) from storyboard to final delivery.
- Designed UFAB's **custom numerals** and pictograms, and built a **motion system** for the logotype and numerals with a motion language that could extend across the broader identity.
- Created a **proof-of-concept generative brand tool** in Cavalry and Figma, designed to help a company with ~174 MSEK revenue and **100+ employees** to generate on-brand assets and create content.
- Supported a senior designer on a large web project with **interactive modules**, building a web-based globe and prototyping a way to explore the company's services.

Daya Ventures
Freelance & thesis
Sep 2025 – Nov 2025

- Created an investor presentation video for Daya's equity crowdfunding campaign (closed at **259% of target**, raising €652K).
- Explored the business value of generative design in my thesis.
- Built a **data-driven generative visual tool** to reduce stock reliance and extend the brand's expressive range.

Maestro Esports
Graphic Designer
Dec 2015 – Dec 2019

- Created **visual identity**, jerseys, and social media content.
- Owned graphic content and delivered quickly under pressure.
- Worked in **English** with a remote, international team.

Education

Yrgo
Digital Designer
2024-2026

- Led **brand strategy** and **visual identity** work for two early-stage startups in manufacturing software and femtech.
- **Repositioned a femtech startup** to better reflect its product, market role, and partner ecosystem
- Created a **pitch video** from concept and script to final delivery.
- Designed and built design systems and websites.

Skills

Design, Systems & Motion
Custom Tools & Web

Figma, Cavalry, Adobe CC, Rive, Lottie
Cavalry Web Player, Framer, Webflow, HTML/CSS