

Markus Zeljak

[markuszeljak.com](http://markuszeljak.com)

[linkedin.com/in/markus-zeljak](https://www.linkedin.com/in/markus-zeljak)

[zeljakmarkus@gmail.com](mailto:zeljakmarkus@gmail.com)

+46 72 449 56 03

**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**.

Fluent in English and Swedish.

References available on request.

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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.

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Education

**Yrgo**

Digital Designer

2024-2026

- Led **brand strategy** and **visual identity** work for two early-stage startups in manufacturing software and femtech, including **client presentations in English**.
- **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.

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Skills

**Design, Systems & Motion**

**Custom Tools & Web**

Figma, Cavalry, Adobe CC, Rive, Lottie

Cavalry Web Player, Framer, Webflow, HTML/CSS