

I am an accomplished and passionate designer, boasting an impressive tenure of over 20 years in the dynamic realms of web, app, and print design. Over the course of my extensive career, I've consistently produced top-tier work, even when navigating the challenges of tight deadlines across multiple, concurrently running projects. My commitment to excellence extends beyond design; I'm deeply invested in the realm of user experience (UX) and relish the opportunity to craft engaging and user-centric digital experiences. I'm not confined to the creative realm alone; I'm equally adept at translating ideas into functional digital solutions, seamlessly straddling the line between design and coding.

Professional Experience

Zington / Nov 2021 - Dec 2023

Product & UI/UX Designer

Worked as a designer with clients such as Atrium Ljungberg, Topgolf, DigitalRout, Colorama, Bygma and Fastighetsägarna. My work process is generally grounded in research and involves keeping the user's experience in focus by creating or improving UI and making sure the user journey is smooth and satisfying. It's important to work close to your team members and I like to give insights in areas where members aren't familiar with to include everyone aiming towards the same goal. I like technical challenges and to work close to developers.

Designer & Developer

North Interactive (Nint) / 5 Year

AIO - Designer, developer, project manager and owner. Embarking on the entrepreneurial journey, on the exhilarating path of establishing my own business and also as a consultant. My focus lies in the creative realms of web and apps, but I also help with traditional print and advertisement. Striking a balance between managing the business and functioning as its sole employee was undoubtedly a demanding endeavor, but also a profoundly rewarding experience.

Design Lead

Getupdated Sverige AB / 4 Year

As a designer with a comprehensive role, I've taken on the mantle of overseeing and guiding the entire design process. My responsibilities encompass crafting robust design concepts and strategies for major clients, where I've had the opportunity to shape the visual identity of their brands. This has involved not only working with significant corporate entities but also engaging in the creative design of promotional websites that come alive with captivating animations and immersive video content.

Web Art Director

Addmind AB / 4 Year

I hold the role of a concept designer, entrusted with the pivotal responsibility of conceiving, nurturing, and bringing to fruition both digital and print campaigns. As I've taken on the dual role of Art Director (AD) and Creative Director (CD) for an array of diverse and engaging projects.

Web & Visual Designer

Eastpoint AB / 4 Year

Here started my career as a designer for digital marketing, I was a multifaceted designer proficient in the creation of web marketing, websites, banners, print advertising, and brochures. My skills extend beyond design, encompassing both front-end and back-end programming for web development, ensuring that the visual appeal is complemented by seamless functionality.

Skills

- UI & UX-Design
- Design Systems
- Interaction Design
- Prototyping
- WCAG 2.1
- Sketching and Drawing
- Design Thinking
- Typography
- Color Theory
- Usability Testing
- Information Architecture
- Design software proficiency

Education

Berghs School of Communication

- Art Director, Grafisk Designer

Great leaders

- Leadership training focus on leadership vision, creating the conditions for passionate employees.

Udemy

- UX & Design, Illustrator Master-Class, Web Accessibility, Strategy & Figma

Medieinstitutet

- Onlinemarknadsföring, Video, Adobe After Effects, Premiere Typografi

Languages

Swedish

✓ Native language

English

✓ Business fluent