

/EXPERIENCES

SENIOR GRAPHIC & MOTION DESIGNER 2017 – 2026

'OHANA STOCKHOLM – Lead Designer responsible for visual production for a wide portfolio of clients, owning the process from initial sketch to final export. My strength lies in my versatility. Operating as a full-stack designer, I shift seamlessly between crafting brand identities, animating motion assets, and designing web experiences. In this fast-paced environment, I collaborate closely with Project Managers and Art Directors to turn complex briefs into sharp, functional design.

HÅLLBARHETSGALAN & STUNS – Built complete visual identity systems from the ground up. Defined the core visual language (logos, typography, color palettes) and developed scalable templates and layout systems for both web and print.

HIAB – Produced exhibition concepts for trade fairs. Key deliverables included motion graphics and video editing for event screens, large-scale internal presentations, and visualizing booth environments (SketchUp/PS).

UPPSALA MUNICIPALITY – Handled a broad scope of communication for campaigns and events. Produced social media content, designed posters, brochures and vinyl wraps for "Sopkören" and created the mascot "Skräpis".

SOPKÖKET – Modernized the website using WordPress & Elementor. Mapped out the site architecture in Figma and implemented a faster, mobile-friendly site. Currently serving as an advisor for the upcoming e-commerce integration.

FREELANCE MOTION & GRAPHIC DESIGNER 2016 – 2026

LANDERHOLM DESIGN – Providing design support for direct clients and agencies. I handle a diverse mix of assignments, from crafting logos and websites to editing videos for organizations like SKAP. My work also covers 2D motion graphics (infographics & character animation) and designing physical game materials.

FREELANCE DESIGNER & INTERN 2016 – 2017

'HUMMINGBIRDS – Worked as a Motion Designer focusing on 2D animation and VFX for commercials. Also handled the adaptation of campaign assets to ensure optimized performance across various digital platforms.

INTERN 2016

CHIMNEY GROUP – Worked with high-end production, creating broadcast intros for Viafree and animated backgrounds for presentations. Also produced brochures and developed visual mockups for campaigns.

MARKETING COORDINATOR 2012 – 2013

PEDENSIA – Produced advertising assets and managed website maintenance. Also assembled and configured high-performance workstations specialized for the architecture and media industries.

CONTENT DESIGNER 2010 – 2015

HK ARANÄS – Produced all visual content including match programs and tickets, and redesigned the club's website. Developed the mascot 'Örnen Frank' and created social media assets and supporter merchandise.

/EDUCATION

COMMUNICATION DESIGN

2015 – 2017

BERGHS SCHOOL OF COMMUNICATION – Program focused on graphic communication, combining strategy, design methodology, and creative ideation.

GRAPHIC DESIGN

2014

BERGHS SCHOOL OF COMMUNICATION – Distance course covering the fundamentals of layout, typography, and visual communication.

TECHNOLOGY & DESIGN

2008 – 2011

ARANÄSGYMNASIET – Technology program specializing in architecture and design.

/PROGRAMS

DESIGN & PRODUCTION

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Canva

WEB & DIGITAL

- WordPress (Elementor)
- HTML (Basic)

OFFICE & PRESENTATION

- PowerPoint
- Word
- Excel

SELECTION OF AI & GENERATIVE TECH

Video & Motion: Flow Veo 3.1, RunwayML, Sora, Kling 2.1, HeyGen

Image & Concept: Midjourney, Nano Banana, DALL·E

Text & Audio: Gemini, ChatGPT, Eleven Labs