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PROFESSIONAL EXPERIENCE

H&M | Collaborations & Special Collection | Label Responsible / Coordinator | 2021-2022

The purpose of the Collaborations & Special Collections Function is to strengthen the H&M brand by charging the red logo, lead the change towards a sustainable fashion future and build meaningful growth. The main mission is to drive fashion, innovation and creativity and to explore new opportunities by creating brand building collections and products.

- Responsible for a suitable graphic profile for labels & packaging for each special collection
- Coordinate and act as “spider in the web” for all contacts involved in the projects - internal agency, external agency, copy, legal, sustainability, innovators, product developers, global label dept., production, non-commercial goods, business tech and visual
- Engaged in the work on both a strategic and an operational level
- Work closely with the sustainability department, copywriters and legal department to secure we use correct information on labels and packaging and ensure that we follow H&M’s guidelines for communication, legally and ethically
- Publish artwork linked to products in Castor/PLM system
- Work closely with production merchandisers regarding choice of labels, packaging, stitching, placement and cost

PS of Sweden | Art Director / Graphic Designer | 2020-2021

Scandinavian equestrian fashion and retail company with a global market of e-commerce and resellers in 50 countries.

- Responsible for leading and creating a graphic narrative of the brand and ensure a consistent design integrity
- Conceptualizing and produce graphic material to B2B and B2C such as campaigns, ads, newsletters, social media content, look books and events
- Engaged in the strategic planning and communication of the various product releases
- Photoshoots and post-production such as image selection and retouching
- Create inspiring packaging design, labels and hangtags

Indiska Magasinet AB | Graphic Designer | 2018-2019

Scandinavian fashion and interior retail company with 48 stores and e-commerce in Sweden, Norway, Finland, Island and Germany. Over one million loyal members and approximately 700 employers.

- Responsible for conceptualizing and produce digital and print design for stores and e-commerce such as campaigns, ads, newsletters, social media content and events
- Engaged in the strategic planning and communication of the various product releases

PROFESSIONAL EXPERIENCE CONTINUED

Freelance | Art Director / Graphic Designer | 2013-2018

Clients: Indiska, Villman Produktion, Maximteatern, Vethem and others

- Conceptualizing, design and production of digital and print design for events, venues and e-commerce such as campaigns, ads, decor, billboards, newsletters and social media content
- Photoshoots and post-production such as image selection and retouching
- Design and production of luxury invitations with high-end printing techniques (spot gloss, debossing & foiling)

Siteline Productions Inc., California | Art Director / Project Manager | 2002-2012

*An American event production company who specializes in the master planning, design & production of gaming tournaments, sports entertainment and exhibits worldwide. Sitelines turnkey services to clients such as **Coca-Cola, ESPN, FIFA, Disney, Pokémon, Magic the Gathering** and others.*

- Responsible for art direction and the creative design process from initial concepts to final production
- Responsibility for the design, quality and execution of large-scale graphics for sport arenas, trade shows, exhibits & billboards
- Pitch design proposals and create mood boards, mockups and presentation packages
- Collaborating closely with clients, PMs, copywriters, partners, installation teams, production vendors and venues

Idea Spa, California | Graphic Design Internship | 2001-2002

*An American entertainment ad agency producing marketing material for the Hollywood movie industry such as **Charlie and the Chocolate Factory, Superman II, Home Alone, Look Who's Talking, Edward Scissorhands, Lethal Weapon** and more.*

- Design layouts and retouch work of movie posters, DVD covers and marketing materials

VOLUNTEERING EXPERIENCE

Longines Global Champions Tour | Show Jumping Course Assistant | 2019

The Longines Global Champions Tour is an annual show jumping series that brings together the top ranked show jumpers in the world to compete in prestigious locations.

- Assist in the planning and set up the courses under supervision of the principal Course Designer
- Organize material and its transport in and out of the arena
- To be alert that the obstacles stay correct during ongoing competitions

Department of Zoology, Stockholm University | Research Assistant, The Swedish Arctic Fox Project | 2018

Fieldwork on the Swedish tundra in Vindelfjällen for professor/artic explorer Anders Angerbjörn and his team.

- Gathering information on the habitat conditions for the arctic foxes, surveys of rodents, birds and vegetation
- Inspect if dens are inhabited, collecting DNA samples, count the number of offspring, behavior studies

VOLUNTEERING EXPERIENCE CONTINUED

Campfire Academy, South Africa | Wildlife Conservation Volunteer | 2010

An environmental conservation organization situated within the Greater Kruger National Park, immersed in the Big 5 savannah of untamed wilderness of approximately 3.5 million hectares where the animals roam freely as nature intended.

- Management of a Private Game Reserve, Certificate
- Walks and game drives, reserve sleep-outs, lectures and seminars in nature conservation, ecology and animal behavior, visits to wildlife rehabilitation centers and community outreach work

EDUCATIONAL BACKGROUND

2019 Berghs School of Communication, Stockholm
Social Media Marketing Course

2017-2018 Stockholm University
Master's Courses in Ecology & Biodiversity

2014-2017 Stockholm University
Bachelor's Programme in Biology & Earth Science, 180 ECTS

2010 Campfire Safaris, South Africa, Wildlife Conservation Volunteer
Management of a Private Game Reserve, Certificate

2009 Interior Designers Institute, California
Certificate in Interior Design

2000-2003 California State University, Fullerton
Bachelor of Fine Arts, Graphic Design, Cum Laude

1998-1999 Orange Coast College, California
Associate in Arts Degree, Graphic Design, Scholarship in Art

1997 Azurlingua, Nice, Écoles de Français
Courses in French

1992-1995 Östra Reals Gymnasium, Stockholm
Social Studies