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PROFESSIONAL EXPERIENCE

PS of Sweden | Art Director / Graphic Designer | 2020

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 employees.

- 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

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 specialize in the master planning, design & production of gaming tournaments, sports entertainment and exhibits worldwide. Sitalines 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
- Turkey the design of large-scale graphics for sport arenas, trade shows, exhibits, billboards and bus wraps
- Pitch design proposals and create mood boards, mockups and presentation packages
- Responsibility for the quality and execution of design and decor, including print checks and creative direction on-site
- 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 overseeing the gigantic Charlie and the Chocolate Factory ads wrapped around multistory buildings around the world and other ad materials for movies such as 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 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 artic foxes, surveys of rodents, birds and vegetation
- Inspect if dens are inhabited, collecting DNA samples, count the number of offspring, behavior studies

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
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, French
1992-1995	Östra Reals Gymnasium, Stockholm, Social Studies