

lovisa berglund

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lovisa.design

#### about

Designer with a skillset spanning across visual communication, product design & front-end development.

#### design

Product Design  
Graphic Design  
Web Design  
Motion Graphics  
Visual Design  
Branding  
User Research  
User Interviews  
User Testing  
Prototyping

#### tools

Figma  
Sketch  
Illustrator  
Photoshop  
InDesign  
After Effects  
HTML/CSS  
SASS  
GitHub

#### classes

User Experience  
Visual Systems  
Type Design  
VR/AR Experiences  
Marketing Communication  
Digital Imaging  
Typography

#### experience

##### **Designer Freelance**

Designed websites, brand identities and digital/print design for clients such as Epicenter Stockholm & Oslo, Nordic Scalers, Sime Interactive Media Event

2017-present

Remote

##### **Product Design Intern Sweet Studio**

Developed the brand identity, animation & social media ads. Did research, UI design and sketching on new features for Strucc - the toolkit for creative stories.

Summer 2019

Stockholm, Sweden

##### **Service Manager Epicenter Stockholm**

Worked with the daily operations, events, branding and managed the digital production, including website, newsletters, event promotion and social media.

2015-2017

Stockholm, Sweden

##### **Assistant Designer Ahlvar Gallery**

Assisted the fashion designer with administrative tasks, sales and assisted at Copenhagen fashion fair.

2014-2016

Stockholm, Sweden

#### project

##### **Designer Silenced Forests**

Worked in a team and developed visual design and an interactive installation that we showcased as an exhibition. Won Silver AddyAward 2020, American Advertising Awards San Francisco & Best in Show in the Spring Show at Academy of Art University.

2019

San Francisco, CA

#### education

##### **BFA, Web Design & New Media**

*Academy of Art University*  
*Berghs School of Communication*

2016-2020

San Francisco, CA  
Stockholm, Sweden

#### community

##### **Student Representative**

*Academy of Art University*

2019

San Francisco, CA