

EMELIE JOHANSSON

Hello! I am a multifaceted visual designer, recently graduated from University of the Arts London. I am extremely passionate about brand identity and material processes. I also like to describe myself as a natural team player and a practical problem solver.

DESIGNER
RELATIVE INSIGHT

I am currently working as visual designer at language comparison start-up *Relative Insight*. My role includes everything from creating infographics and informational videos, to social media and print. I excel at creating appropriate design outcomes for all marketing channels whilst staying true to the company aesthetic.

MARKETING ASSISTANT
KINETIC

After having worked as a brand ambassador for a year, *Kinetic Health Distributor* offered me a Marketing Assistant position. I was involved in developing promotional campaigns and marketing research. I also enjoyed being in charge of creating visual and written content of social media channels across beauty brands, doubling their following and engagement through creative content and influencer outreach.

FREELANCE CREATIVE
SOFIA WALDORF

Whilst working with them on freelance basis, jewellery brand *Sofia Waldorf* wanted a creative makeover of their social media. I organised and directed a successful photoshoot aimed to inspire and generate traction on Instagram. Similarly, I managed their channels and content after and prior.

JAN 20 - NOW

OCT - JAN 20

FEB - AUG 19

GRAPHIC DESIGNER
URBRN WILDLIFE

Back in Sweden, me and a two friends decided to start a non-profit t-shirt brand collecting money for endangered animals.

I created the brand identity for the company, as well as marketing and content for all social media channels.

MARKETING INTERN
STAKE & VEKEN

When working for *Staken & Veken*, a small decor boutique in Sweden, I completely re purposed their social media presence and marketing plan. Their engagement on social media went up with 50%, and sales spiked. I also designed and created business cards and print media for events.

DESIGN INTERN
NGISED TSIARKWOTB

I first realised I wanted to become a visual designer during my internship at *Blomquist Design* in Frankfurt. I worked closely together with a team of creatives and created banners and logos for the company Accenture. I learned how to make aesthetic choices while staying true to the business design.

SKILLS

Illustration
Coding
Branding and identity
3D rendering
Video creation
Creative direction
Swedish fluent
German high level

EDUCATION

Graphic and Media Design BA
at University of the Arts London
International Baccalaureate

JUL-JUL 19

SEP-SEP 18

JUL-SEP 17