



JOSEPHINE ÖHRLUND
Graphic Designer &
Content Creator

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WORK EXPERIENCE

ALEXIS DESIGN

2013 – PRESENT

Freelance graphic designer and content creator under the name "Alexis design". Have produced over twenty book covers, print materials, commercial campaigns and social media content. Photography and copywriting are also common elements in the work. Customers include Lind&Co (publishing house), Story Side (publishing house), Ordberoende (publishing house), Ariton förlag (publishing house), The Swedish Chill (beer glass company), Harvey Sunglasses (accessories company), YB Accessories (accessories company) and Better Spirits Consulting AB (service company).

W&B OF SWEDEN & W&B COMPANY

APRIL 2017 – PRESENT

Freelance graphic designer, marketer and photographer. Design of campaigns, bottle labels and commercial materials/social media content. Contributions to conceptual development of the company's products and social media.

SJÖSTRAND COFFEE CONCEPT

SEPTEMBER 2018 – FEBRUARY 2020

Graphic designer, marketer, content creator, social media manager and photographer. Design of campaigns and commercial materials. Contributions to conceptual development of the company's products and social media. Manager of newsletters and visual updates in webshop.

GOAL

To create exciting and innovative design, art and entertainment.

PROFILE

Loyal, driven and creative. Always open to learn new things and I value new experiences. Being unafraid and independent is my goal, no matter what I work with.

CHARACTER

Described by employers as happy, reliable and independent while being efficient and quick.

QUALIFICATIONS

Have worked with/presently working with Adobe Suite, Microsoft Office, Pages and Keynote. Experience in WooCommerce, MailChimp, Fort Knox, iMovie and Filmora. Educated barista with diploma at Monteriva.

LANGUAGES

Speak Swedish as mother tongue. Talk and write fluent English. Have light experience speaking and writing in Spanish (castellano).

PEOPLE PARTNER

OCTOBER 2016 – SEPTEMBER 2018

Freelance event hostess. Worked as a project leader, teamleader, hostess, security manager and entertainer. Customers include Samsung, Apotek Hjärtat (pharmacy), Frostbite Games, Mall of Scandinavia, H&M, Michelin, Google, True Stories (children's entertainment) och Netonnet (retail company).

SILVERBIRD PRODUCTIONS/ STUREPLANSGRUPPEN/ SPRINGCONF

DECEMBER 2014 – MAY 2017

Freelance event hostess. Worked as a hostess, actress and entertainer. Customers include King Games, HBO Nordic, Innoday Conference och Heron City (shopping mall).

SAMVERKAN 112

APRIL 2013 – JULY 2014

Graphic designer and assistant admin on the magazine's social media platforms.

VOLUNTEER WORK

STOCKHOLM PRIDE/ EUROVISION PRIDE CONCERT FOR DIVERSITY/STOCKHOLM EUROPRIDE

AUGUST 2015, MAY 2016, AUGUST 2016,
AUGUST 2017 & AUGUST 2018

Volunteer/backstage assistant/graphic designer during the planning and execution of the Schlager Night at Stockholm Pride, Pride Concert for Diversity and Stockholm Euro Pride.

LEADERSHIP EXPERIENCE

Have acted as teamleader at several events and also been the director and producer for a high school musical. Have worked as the event manager at Mall of Scandinavias event team. Currently working as head of social media and digital marketing for retail companies.

INTERNSHIP

Internship at Art of Make Up School (2010), Swedish magazines "Svensk Damtidning", "Teknikens Värld" and "Tidningen Misstänkt" (2011) and production company Titan Television (2012).

BARNCANCERFONDEN

SPRING 2011

Assistant at the charity event at Stockholm Central Station.

EDUCATION

BECKMANS COLLEGE OF DESIGN

SEPTEMBER 2017 – MAY 2018

Visual Communication Programme. Advanced education in graphic design, photography, illustration, croquis, typography, animation, marketing and rhetoric.

KULTURAMA GYMNASIUM

AUGUSTI 2013 – MAJ 2015

Dramatic Arts programme with main focus in directing, theatre history and stage fighting.

MEDIAGYMMNASIET

AUGUST 2012 – JUNE 2013

The media programme with main focus in graphic design and web design. Additional education in journalism and marketing.