Marika

DIGITAL DESIGN

marika.sds@gmail.com

Hello!
A little bit about me: I am a senior visual/digital designer specialised in translating client visions into visually compelling digital experiences with a focus on user-centric design. I've been working as a lead designer for client such as HBO, IOC (International Olympic Committee), Dell and Nestlé for whom I crafted all visuals, graphic design, animations, and illustrations. My current role is at KICKS in-house agency.

Skills:
Graphic Design (Photoshop, Illustrator)
Motion Design (After effects)
UI/UX Design (Figma/XD)
Retouch (Photoshop)
App design (Mobile and TV apps)
3D (Maya)
Adobe Creative Suite
Midjourney

Experience

Digital designer

Kicks

Stockholm
Aug 2024 - Present

Designing visual concepts for all digital platforms at Kicks; e-com, CRM and Paid media.

Senior Digital designer

Wunderman Thompson MAP

Stockholm
Aug 2018 - Jul 2024

Lead designer for IOC, Nestlé and HBO.
Developing and implementing visual concepts for digital platforms from concept to creation. I'm responsible for crafting all the visuals that brings our campaigns to life. Works closely with clients to understand their needs and translate them into innovative design solutions.

Some numbers for HBO:
During 2021 we sent over 209 M messages, both emails and rich push notifications, as I designed.
Our high-engage communication extended the consumer lifetime with 130 days and a 9% higher conversion rate.

UI/UX designer

Time Development

Stockholm
Apr 2014 - Aug 2018

App designer for a fitness App. UI and UX design for interfaces that guide users through personalised workout routines, tracking progress, and seamlessly integrating social media, smart TV apps and print.

Illustrator

Stardoll

Stockholm
Mar 2012 - Apr 2014

Created both concept and design for the brand new achievement game within Stardoll. Designing user interface as well as illustrating backgrounds and items for the game. Stardoll have over 400.000.000 players.

Digital Designer

Locomotiv

Stockholm
Aug 2008 - Mar 2012

Designer within the Web team crafting design for clients such as Hemköp and Sony Ericsson.

Designer

Freelance

Stockholm/ Hybrid
Apr 2006 - Present

Graphic and digital design for customers like Silver Designbyrå, SVT, UR, Dolhem Design, JDesign among others.

3D designer

Pinc House Architectures

Stockholm
Oct 2005 - Apr 2006

Model 3D houses, both exterior and interior.

Education

3D graphics and animation

Graphic Studio

Stockholm
Sep 2001 - Jun 2003

Kontakt

Say Hello

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