

Resume

SOFI APPELBERG

I am a Graphic Designer/Art Director with several years experience of brand and content marketing. My goal is to always develop and create visual materials at a high level.

CONTACT

Portfolio: sofiappelberg.com
E-mail: ifos.app@gmail.com

EDUCATION

User Experience Lab, Hyper Island
May 15–17th, 2019

Visual Communication
Learning Partner, 2009–2011

Public Relations & Advertising
(Bachelors Degree)
Northern Arizona University
2003–2007

SKILLS

Art Direction • Concept Design
Editorial Design • Graphic Design
Typography • Project planning • Figma
Indesign • Illustrator • Photoshop
Premiere Pro • Bridge • Keynote
PowerPoint • Word & Excel
Fluent Swedish & English
Basic skills, German

ACHIEVEMENTS

Nominated to Pearl Awards (NYC)
for Best Print Magazine (Design)
B2C and Best Fashion & Beauty
Magazine/2017

Four years swimming scholarship
Northern Arizona University
2003–2007

PROFESSIONAL EXPERIENCE

ART DIRECTOR/GRAPHIC DESIGNER
Freelance/2025

DIGITAL DESIGNER
Babyshop Group/2022–2025
At Babyshop I worked with visual ideas and production for digital use. I also acted as the “visual eye” of the new platform project, overseeing its aesthetic and design integrity.

ART DIRECTOR/GRAPHIC DESIGNER
Odd Molly & Hunkydory/2019–2022
At Odd Molly I generated creative concepts and produced visual materials from print, packaging to digital ads. For Hunkydory I also refreshed and developed the visual identity from typography to image tonality.

ART DIRECTOR/GRAPHIC DESIGNER
Make Your Mark/2012–2018
At Make Your Mark I worked with visual ideas and production from initial start-up meeting with client, to finished product. I also pitched and did project planning in collaboration with the Editor-in-Chief. Clients: Nordiska Kompaniet, Adidas X Urban, Stadium, Nilson Group, KappAhl, Synologen, AMF-fastigheter, Vålingby Centrum, Försvarsmakten, etc

GRAPHIC DESIGNER
Freelance/2011–2012
Clients: Ahlén's City, SoFo, När & Fjärran, Frisör Kund, Actionaid, Hem & Vila, Antligen Hemma, Vålingby City

GRAPHIC DESIGNER–INTERN
Åkesson & Curry/2011
Appelberg Publishing Group/2010

REFERENCES

Will be provided upon request.