Sandra Sjöö

+46 737 54 94 54

HELLO@IAMSANDRA.FYI

WWW.IAMSANDRA.FYI

LINKEDIN.COM/IN/IAMSANDRAFYI

I am Sandra. I am a designer, enthusiast, communicator and adventurer. I am a restless soul often found deeply immersed in a project or working on a new idea. I like to do a lot of things, but one of my main passions is design. I am educated in design, communication and management, and I have worked within a few different roles and constellations within these areas. Through courses, interests, involvement, and work experience I have acquired intercultural competence, an understanding for communication in different markets, long-term and strategic thinking, a great sense of responsibility, as well as confidence in the work I do.

Education and courses

- **MASTERS IN MEDIA MANAGEMENT**
  Royal Institute of Technology
  2020 – 2022
- **MASTERING DIGITAL PR**
  Semrush Academy
  2022
- **HUMAN-COMPUTER INTERACTION**
  Georgia Tech via Udacity
  2021
- **EXCHANGE STUDIES IN DESIGN**
  Deakin University Australia
  2015
- **BACHELORS IN INFORMATICS**
  Jönköping University
  2012 – 2015
- **BASIC EDUCATION IN MEDIA**
  Ullvigymnasiet
  2009 – 2012

Publications

- COOL grocery shopping: Swedish consumers' perception of country of origin information and labels in an online shopping environment
- Addressing Students' Eco-anxiety when Teaching Sustainability in Higher Education
- TRAIL RUNNING ACROSS MEDIA: A qualitative study of cross media marketing for John Bauer Trail Run

Main competences

- Graphic and Digital Design
- Communication
- Webdesign and Web Development
- UX/UI Design
- Brand Management
- Marketing and Strategy

Languages

- Swedish (fluent)
- English (fluent)
- German (basic)

Selected experiences

COMMUNICATOR

Viable Cities | Full-time | feb. 2022 – currently

Communicator with focus on digital channels, events and community building. With storytelling, co-creation and multi actor, multi purpose networks we work towards climate neutral cities 2030.

COURSE ASSISTANT (SUSTAINABILITY AND MEDIA TECHNOLOGY)

Royal Institute of Technology | Part-time | sep. 2021 – jan. 2022

Course assistant aiding in course preparations and side activities, as well as compiling attendance and the students participation.

CONSULTANT

Swedish Edtest | Part-time | jun. 2021 – sep. 2021

Consultancy conducting a qualitative study to evaluate the companies perception of Swedish Edtest.

GRAPHIC DESIGNER

Emakina DBG | Full-time | aug. 2018 – jan. 2020

Graphic designer working digitally and for print. Solely responsible for small brands and clients, and working as part of a team with bigger projects and clients.

DIGITAL DESIGNER

Enestedt & Co. | Full-time | sep. 2017 – jul. 2018

Digital designer with responsibility for website management and digital channels. Overseeing and assisting implementation of digital designs and projects.

DIGITAL DESIGNER

Punk Office | Part-time | mar. 2016 – jul. 2017

Digital designer with responsibility for brand management. Acquiring knowledge in 3D development and on implementing the technology seamlessly on the web.

SOCIAL MEDIA STRATEGIST

Milkman Agency | Internship | sep. 2016 – dec. 2016

Social media strategy intern working in cooperation with clients on developing, building and implementing strategies, as well as following up on results.

GRAPHIC DESIGNER

Print Logistics | Full-time | nov. 2015 – mar. 2016

Graphic designer making print-ready materials, as well as assisting clients in preparing and updating designs and documents of their own for print.

ILLUSTRATOR

Garment House | Part-time | sep. 2014 – may 2015

Illustrating alterable and adaptable designs and prototypes for profile-clothing and merchandise. Assisting clients in implementing their branding in the templates.

DESIGNER

Mediaspjuth | Internship | mar. 2014 – may 2014

Design intern working closely with the art director in developing ideas and campaigns, and designing smaller projects independently.