Sandra Sjöö

I am Sandra. I am a designer, enthusiast, marketer and adventurer. I am a restless soul often found searching for inspiration or working on a new idea. I like to do a lot of things, but one of my main passions is design. I have worked within a few different settings within the area, both in Sweden and Australia.

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Languages
Swedish, English, German

Publications
TRAIL RUNNING ACROSS MEDIA: A qualitative study of cross media marketing for John Bauer Trail Run

Main competences
Graphic and Digital Design, Webdesign, Web Development, Brand Management, Marketing, Strategy, Communication

Courses and certificates
2021 HarvardX:
Remote Work Revolution for Everyone, Audit Track

Work experience

2018 - 2020 *Emakina DBG*
GRAPHIC DESIGNER
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.

2017 - 2018 *Enestedt & Co.*
DIGITAL DESIGNER
Digital designer with responsibility for website management and digital channels. Overseeing and assisting implementation of digital designs and projects.

2016 – 2017 *Punk Office*
DIGITAL DESIGNER
Digital designer with responsibility for brand management. Acquiring knowledge in 3D development and on implementing the technology seamlessly on the web.

2016 *Milkman Agency*
SOCIAL MEDIA STRATEGIST
Social media strategy intern working in cooperation with clients on developing, building and implementing strategies, as well as following up on results.

2015 – 2016 *Print Logistics*
GRAPHIC DESIGNER
Graphic designer making print-ready materials, as well as assisting clients in preparing and updating designs and documents of their own for print.

2014 – 2015 *Garment House*
ILLUSTRATOR
Illustrating alterable and adaptable designs and prototypes for profile-clothing and merchandise. Assisting clients in implementing their branding in the templates.

2014 *Mediaspjuth*
DESIGNER
Design intern working closely with the art director in developing ideas and campaigns, and designing smaller projects independently.

2013 – 2015 *Student Association of Jönköping School of Engineering*
IT-MANAGER / PR-MANAGER
IT Manager at the student association overseeing the website and digital channels. PR manager at external committee responsible for brand identity and campaigns.

Education

2020-2022 *Royal Institute of Technology*
MASTERS OF SCIENCE IN MEDIA MANAGEMENT

2015 *Deaking University Australia*
ELECTIVE COURSES IN DESIGN AND BRANDING

2012 – 2015 *Jönköping University*
BACHELORS OF INFORMATICS TECHNOLOGY
Specialisation in Graphic Design and Web Development

2009 – 2012 *Ullvigymnasiet*
BASIC EDUCATION IN MEDIA