

# SOFIA BERGIN

ART DIRECTOR / DIGITAL DESIGNER



## PROFESSIONAL PROFILE

I find my passion in helping a business extend its visual voice. Having worked and lived both in Sweden and in the US, I understand the perspectives of global design. I am a strong, collaborative communicator and a proactive problem-solver, with a successful portfolio of designs. I bring an infectious energy and enthusiasm to each project that I take on.

My areas of expertise lays in brand strategy and design. Product design and UI/UX design, marketing, email marketing, packaging design, advertisement and social media strategy.

## EDUCATION

<b>Art Direction</b> Berghs School of Communication, Stockholm, Sweden	2020
<b>Story Your Business</b> Sunny Relations, Stockholm, Sweden	2019
<b>Build Your Brand</b> Hatched Collective, San Diego, USA	2019
<b>Graphic Design and Communication</b> Berghs School of Communication, Stockholm, Sweden	2003 - 2004
<b>Design and Web Development</b> Stockholm University, Stockholm, Sweden	1999 - 2000
<b>La Jolla High School, San Diego, USA</b> Exchange student with focus on liberal arts	1997 - 1998
<b>Social Science Program, Media, Info and Communication</b> Tumba Gymnasium, Stockholm, Sweden	1996 - 2000

## WORK EXPERIENCE

<b>Art Director + UI/UX Designer + Consultant</b> ApoEx AB / Stockholm, Sweden	2022 - Present
<b>Art Director + UI/UX Designer + Marketing Manager</b> Denthub AB / Stockholm, Sweden	2021 - Present
<b>Freelance Digital UI/UX Designer + Owner</b> Caliholm AB / Stockholm, Sweden	2021 - Present
<b>Brand and Product Designer + Marketing Director + Co-founder</b> Lace + Trace™ / San Diego, USA + Stockholm, Sweden	2018 - 2021
<b>Art Director + Sr. Graphic Designer</b> Infotec / San Diego, USA	2003 - 2022
<b>Freelance Graphic Designer</b> Limecity / San Diego, USA + Stockholm, Sweden	2000 - 2021

LANGUAGES / 100% Proficient in Swedish and English

## CONTACT

- +46 707595714
- Rorgångargatan 15A  
12070 Stockholm
- mail@sofiabergin.com
- sofiabergin.com

## SKILLS

- ILLUSTRATOR
- INDESIGN
- PHOTOSHOP
- UI/UX DESIGN
- FIGMA
- WORDPRESS
- SHOPIFY
- HTML/CSS/PHP
- PRODUCTIVITY SUITES