





# Gisela Olsen


## Contact information

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 Gisela Olsen

 London, UK

 www.giselaolsen.com

## Skills

Photoshop	HTML
Illustrator	CSS
InDesign	Javascript
After Effects	SQL
Figma	Bootstrap
Sketch	Retouching
Invision	Jira
Salesforce	Kit
Asana	Trello
Rakuten	Confluence

## Languages

Native Swedish

Professional English

Basic Spanish

## Experience

2021–Present	<p>Midweight Designer at Cult Beauty</p> <p>Managing and holding regular one-to-one meetings with two junior designers, working as a mentor to help them develop within the business and reach individual goals.</p> <p>Supporting in the delivery of campaigns by creating image-based, typographic, animated and video content across multiple channels including email, web, social media, display, affiliate, pay-per-click and print.</p> <p>Provide design direction and help clearly define and evolve brand guidelines across all markets and touchpoints.</p> <p>Planning and executing both larger projects and the business-as-usual workload across the team. Use learning, test results and data to inform and create the most optimised, high-quality customer-centric designs.</p> <p>Working alongside stakeholders in the global E-commerce teams to ensure web design is UX-friendly and designed with customer in mind. Identifying opportunities for A/B and user testing to help inform improved experiences online and throughout digital channels.</p>
2020–2021	Midweight Digital Designer at Biglight
2019–2020	<p>Digital Designer at Biglight</p> <p>Having main responsibility for the design of the website, blog posts, newsletters, bau, banners, campaigns, animations, videos and other digital marketing channels for George.com's five branches Women, Men, Kids, Baby and Home.</p> <p>Ability to prioritise and manage multiple projects simultaneously in a fast-paced environment while remaining creative and consistent.</p> <p>Staying up-to-date with design trends and the latest browser technologies to generate ideas. Effectively using the information to stand out on the market and challenge competitors.</p> <p>Putting together client facing documentation, competitor reviews and develop creative concepts for digital campaigns.</p> <p>Working closely with UX Researchers and developers to create data-driven design. Designing for A/B, MVT and other user testing.</p>
2016–2019	<p>Freelance Graphic &amp; Digital Designer</p> <p>Retouching for Lush Retouch with clients usch as Vogue, H&amp;M, Björn Borg and American Express. Helping out with retouching notes and carrying out retouching for model and still life photography.</p> <p>Designing for print and web for various brands, agencies and clients. Including large print projects, retouching, signs, packaging and web design.</p>

## Education

2013-2016	<p>Bachelor of Technology in Graphic Design &amp; Communication</p> <p><i>Dalarna University</i></p> <p>Some of the coursework included typography &amp; layout, information design, visual identity, photography &amp; image composition, image post processing &amp; advanced retouching, prepress, design of interactive webpages and e-services, printed &amp; digital publications, printed media production, web development with CSS, HTML, Javascript &amp; SQL, design of database systems.</p>
Individual Courses	<p>Project Management</p> <p><i>Linnaeus University</i></p> <p>Chinese Mandarin</p> <p><i>Dalarna University</i></p> <p>Web Publications</p> <p><i>Linnaeus University</i></p> <p>Journalism, Media &amp; Communication Science</p> <p><i>Umea University</i></p>