

CURRICULUM VITAE

Sofia Malmqvist

I am a positive person full of energy and creativity. I am most productive when I get to work with creativity and close to people. For me it important that everyone is satisfied in the end, both clients and colleagues. I like to create structures and strategies to achieve future goals. I take responsibility seriously and like to deliver good results.

I really enjoy working in a team. I think it's important to be responsive and open to others' ideas and opinions. I take the leadership role if needed but can also be a good follower. Good teamwork is the most important for me.

What can I contribute with? Positive energy, purposefulness and responsibility.



CONTACT

✉ malmqvistproductions.com

☎ +46 762791750

🌐 sofiamalmqvist.com

LANGUAGES

SVENSKA mother tongue

ENGLISH fluent

SPANISH basic

SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

UX & UI

BRANDING

PROTOTYPING

TEAMBUILDING / LEADERSHIP

MICROSOFT OFFICE SUITE

Other info

📄 Drivers license: swedish and american

📄 References available upon request

Education

2014-2015 **Hyper Island**
Interactive Art Director Program - Stockholm

2012-2014 **Santa Barbara City College**
Associate of Arts (A.A.) Marketing and Graphic Design - Santa Barbara

2005-2008 **NTI Gymnasiet**
Media and Graphic communication - Stockholm

Work experience

2016 **Freelance Art Director**
I'm currently working as a freelance Art Director. I help my clients primarily with branding, graphic design, UX design and promotional material. I also hold workshops on team building and branding for companies that want to raise the level of their team or need help creating their own unique brand.

2011-2012 **Betty Barclay**
Customer Service / Inside salesperson, – I attended in sales meetings with customers. I took care of the new collections which were transported from Germany. I planned and implemented exhibitions in show rooms. I had responsibility for the administration and customer service. There were times where I photographed the clothes to the fashion magazines and retouched the pictures afterwards.

2010-2011 **Creuna**
AD Assistant on Web agency – I created a campaign for Libresse and Channel 5 where I Photographed seven models of the seven deadly sins. I wrote and recorded an audio advertisement for Libresse.se, which was played on Spotify. I participated in designing a

2010-2011 **RNB, Paul Smith**
Salesperson at the Paul Smith shop on NK - my tasks were sales, Merchandising, inventory management and replenishment. I worked with additional sales and provided knowledge about quality and materials. I was a personal shopper for clients at special commitment and responsible for closing and checkout.

2006-2011 **Kvarnviken's sailing school**
Head sailing instructor - Every summer during those years, I worked on a sailing school, along with other leaders. We taught around 30 children to sail. We had teaching in theory and practice about sailing. In the last three years during the period, I became a Head sailing instructor together with a colleague. We stood for the entire arrangement and planning, we had regular contact with parents and arranged meetings. Our main responsibility was the safety of the children. We attended several leadership courses.