CV

CURRICULUM VITAE

EVA SANDNER GRAVESEN

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VIEW MY PORTFOLIO!

IT

- Adobe Creative Suite:
  Indesign, Photoshop, Ilustrator,
  Bridge, Acrobat, Lightroom
- Canva / SoMe+video
- InStories / SoMe+video
- Capcut / videoediting
- SoMe management
  Instagram, FB, Linkedin
- ChatGPT
- DALL-E text to image
- On1 Photo editing
- Figma
- UI/UX
- Microsoft office
- Meta Business Planner
- SEO: Ahrefs.com, Ubersuggest
- GoogleMyBusiness
- Podio, Sharepoint
- ISSUU, IPaper
- Later, Slack
- Wordpress kendskab
- Shopify kendskab
- Magento

LANGUAGES
Fluently in danish and english.
Understand most swedish.

ART DIRECTOR / GRAPHIC DESIGNER / UI/UX-DESIGNER

I have over 25 years of expertise in branding and visual identity. In my most recent position, I worked as an Art Director at ILSE JACOBSEN, focusing on fashion. However, I have experience in various industries, including interior design and pharmaceuticals.

My goal is to create consistency and a strong visual narrative around companies and products, integrating brand stories and images into a cohesive experience across all channels. Additionally, I work on copywriting, product descriptions, and company profiles, and I also have experience as a photographer and stylist.

I have recently completed an academy program in UI/UX to sharpen my skills in user-friendly digital design and optimize the online customer journey for intuitive, efficient, and high-converting website interactions.

EXPERIENCE

2024	Learning to master AI Chat GPT, AI-text to image i DALL-E and seeking new work.
2023 nov-dec	Academy UI/UX Usability designer / Graphic design
2022-aug23	Art Director Ilse Jacobsen Hornbæk
2021	Akademiuddannelse i Digital markedsføring + lockdown
2016-2020	Graphic designer / stylist / photographer atVanillaFly
2013-2016	Graphic designer at Exometric/Mollyshome
2008-2013	Grafisk designer at Plandent
2007-2008	Graphic designer at Exponent - had clients like Leo Pharma
2002-2007	Graphic designer at Widex
2002	Maternal leave
2000-2002	Graphic designer at GlaxoSmithKline Pharma
1997-2000	Graphic designer at International Data Group

COMPETENCIES

GRAPHIC DESIGN & ART DIRECTION
- Establishes consistency and communicates a strong visual narrative about companies and products.
- Designs omnichannel experiences by integrating brand stories and images in line with (CVI).
- Designs and implements websites/webshops.
- Possesses global experience in graphic design, photography, and art direction.
- Implemented successful design solutions for trade shows and product launches.

PHOTOGRAPHY & STYLING
- Provides tailored photographic solutions in accordance with the brand guidelines.
- Experience in product photography and advanced photo manipulation.
- Photographer/stylist for photoshoots with and without models, interior/product photos, landscape photos.
- Styling of showroom (large-format banners, flowers, interior decoration for major events).

PRINT DESIGNER/PRODUCT DESIGN
Product development in interior design and fashion.

MARKETING & COMMUNICATION
Responsible for implementing Black Friday campaigns, trade show designs, and Christmas competitions.

DIGITAL ONLINE MARKETING
- Certified in UI/UX design and digital marketing.
- Expertise in SEO/SEM.
- Updated skills in using AI: Chat GPT.
- Updated skills in using AI: DALL-E text to image.

IT COMPETENCIES
Proficient user of Adobe Suite, including InDesign, Photoshop, Illustrator.
Effective use of digital tools such as Figma, Canva, and InStories.

SOCIAL MEDIA
Expertise in social media management (Instagram, FB, LinkedIn). Created campaigns that went viral.
Campaign setup in META.

WRITER/ COPYWRITER/PRINT DESIGNER/SURFACE DESIGNER
Author/photographer of the coffee table book "Haveelskernes haver" published by Arnold Busck.
Proficient in copywriting and idea generation for various media.

ILLUSTRATOR
Illustrates complex drawings for medical-themed diagnostic books, technical product visuals, etc.

LATEST EDUCATION

- 2023-UI/UX designer og Grafisk design academy education from Itucation:
  Completed updated courses focusing on the industry's latest trends/technologies. Integrated into the courses were practical projects and professional work with usability tests, rebranding, etc.
- 2021-Academy education in Digital Online Marketing from Københavns Erhvervsøkønomi (KEA).
- Participates in ongoing AI web courses and online seminars to strengthen skills in graphic design and the use of tools such as AI.
- Ongoing courses in: Adobe Creative Suite: InDesign, Photoshop, and Illustrator. Superuser.