

Anneline Sundby

A creative designer armed with a broad design skill set. Specialising in digital, web, UX & UI, layout, branding, identity design, typography, editorial, packaging, illustration and much more.

About

Strong experience working with individuals, large and boutique brands, agencies and startups, offering a variety of skills and expertise. Surrounded by the beaches of St Kilda and the great city of Melbourne, she seeks inspiration in her current surroundings and her Scandinavian roots — clean aesthetics marked by minimalism, influenced by nature and combined with sophisticated colour palettes.

Working experience with Norway's leading outdoor brand, an Australian bespoke architectural lighting manufacturer, and one of Australia's leading content and advertising agencies, providing end-to-end strategic, creative, design and development expertise to seamlessly integrate brand communications across all channels.

Completed a Graduate Diploma of Multimedia at Swinburne University of Technology in 2016, that focused on subjects such as Mobile Multimedia, Web Development, User Experience Design, 3D Modeling & Animation, Interaction Design and Development for Screens. Advanced from a Bachelor Degree in Creative Arts (Graphic Design) from Deakin University.

Key Skills

Design

- Digital design
 - Banner ads
 - Social media collateral
 - Animation
 - Web design
 - Interactive design
 - eDMs [Campaign Monitor]
- Graphic design
 - Typography & layout
 - Logo design
 - Info graphics
 - Corporate communications
 - Editorial design
 - Print management
 - Pre-press
 - Exhibition design
 - POS Material
 - Packaging
 - Illustration

Branding

- Visual identity design
- Brand collateral
- Naming
- Brand guidelines
- Style guides
- Photography

UX & Visual/UI

- User experience research
 - User personas
 - Competitive analysis
 - User Interviews
- User experience design
 - Information architecture
 - Wireframes, prototypes
 - User flows
 - Usability testing
 - Validation
- Visual/User interface design
 - Typography & color
 - Illustration & photography
 - Iconography
 - Visual asset production and library

Front-End Development

- Responsive web development
- Responsive HTML email templates
- HTML5 and CSS
- Content management systems (CMS)
 - Wordpress
 - Magento
 - Sitecore [Certified developer]
- E-commerce systems
 - Shopify
 - WooCommerce

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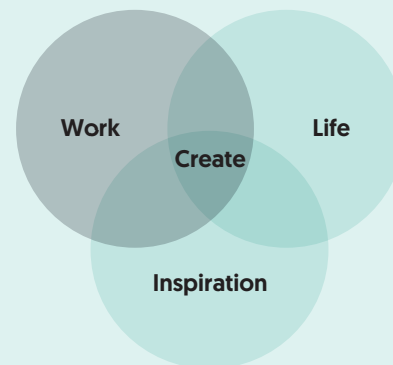
Personal Details

Nationality Norwegian

Visa Permanent Residency

Languages Fluent English & Norwegian

Interests Traveling, yoga, snowboarding, hiking, surfing, music, photography, design, art and interior design



Software

- Adobe Photoshop, Illustrator, InDesign
- Adobe Dreamweaver
- Adobe After Effects
- Adobe Acrobat
- Adobe XD
- Sketch
- Invision
- Axure
- Unity
- Mail Chimp
- Campaign Monitor
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel

Attributes

- Creative
- Analytical
- Detail-oriented
- Self-motivator
- Multitasker
- Problem solver
- Efficient
- Flexible
- Adaptable
- Reliable
- Leadership skills
- Communication skills
- Time management skills
- Works well under pressure
- Works well independently and as part of a team

Professional Experience

a creative – Freelance Designer

Australia / Norway | 2010 – Present

Assisting individuals, companies, agencies, boutique brands and startups with branding, graphic, digital & UX/UI design expertise.

UPowr – Freelance Digital & UI Designer

Melbourne, Australia | April 2020 – Present

UPowr is a tech startup providing the design and installation of solar to residential customers. I am working with them to improve the UI of their digital platform and making the process simply better for customers, installers and retailers. Recent projects included designing their updated digital platform, supplying wireframes, a UI kit and styleguide.

Dulux Group – Contract UX/UI Designer

Melbourne, Australia | March 2020 – June 2020

Contracted to lead the UI design and apply UX best practices on an eCommerce project for a B2B client. I worked closely with a researcher conducting user testing and exploratory research to gather insights to inform a new e-commerce enterprise solution. My responsibilities included wireframing, creating prototypes and developing an effective IA [information architecture].

Edge - Advertising and Content Agency – Senior Designer

Melbourne, Australia | April 2018 – December 2019

I was the design lead in the Melbourne office, working across clients such as University of Melbourne, Apia and Mitre10. Collaborated closely with creative directors, account services, strategists and editors, creating brand communications across print, digital, content and social media. The most recent project included competitive analysis, exploratory research and user personas, that informed a new information architecture, wireframes and navigation system to guide the University of Melbourne's development of their student's website.

Wellcom Worldwide – Digital Designer

Melbourne, Australia | August 2017 – April 2018

Worked in a integrated agency environment at Mercer Financial Services [superannuation and financial advice specialist]. Designed, developed, and launched digital campaigns, websites and EDM's [responsive HTML's]; internally and for their partners. Collaborated with Head of Digital and developer teams to improve the UX & UI of Mercer's website and applications, designing their next generation navigation, footer and masthead including a UI kit.

Masson For Light – Graphic Designer

Melbourne, Australia | February 2016 – August 2017

Worked as a stand alone in-house designer, collaborating closely with product designers, sales representatives and lighting technicians to produce brand communications across print, digital, content and social media. Other responsibilities included creation of brand guidelines, monthly EDM's, social posts, and product photography in the studio or on location.

Bergans of Norway – Graphic Designer

Hokksund, Norway | August 2012 – December 2015

Worked as a part of the global marketing team, designing effective adverts and campaigns across all platforms. Producing seasonal POS material, catalogs, brochures and other editorial outputs to all markets in four different languages. Other responsibilities included developing and updating brand guidelines which led to a re-design of all hang-tags and packaging across their product range.

Education

Swinburne University of Technology

Graduate Diploma in Multimedia
Melbourne, Australia | 2016

Key Modules

Mobile Multimedia, Web Development, UX & UI Design, 3D Modeling & Animation, Interaction Design and Development for Screens

Deakin University

Bachelor of Creative Arts, Graphic Design
Melbourne, Australia | 2011

Key Modules

Visual Communication, Package Design, Print Design, Animation, Typography & Photography

Norwegian School of Creatives

Bachelor of Creative Arts, Graphic Design
Oslo, Norway | 2008 - 2010

Key Modules

Visual Communication, Package Design, Print Design, Typography

Einar Granum School of Fine Art

Foundation Degree in Visual Arts
Oslo, Norway | 2005 - 2007

Key Modules

Art, Architecture, Design, Illustration and Visual Communication

Recognitions

Swinburne University of Technology

Melbourne, Australia | 2016

IxD2016 Awards Best Interaction Design

Graduated with High Distinction

Values

- Integrity
- Honesty
- Quality
- Respect
- Growth
- Adventure

Portfolio

a-creative.co

[References and web, digital and UI/UX work available on request]