

# Jennie Granath

Art director och graphic designer with motion design experience

## Work experience

### Lesley Cosmetics AB | 2023 – 2025

#### Art Director

Have participated in a number of projects covering both print, motion design and photography using Adobe Creative Cloud.

- Working with animation for events and social media using After Effects and Premiere.
- Creating printed materials for events and for consultants to use in meetings with end customers.
- Photography and editing of product images used in printed and digital materials.
- Campaign planning and creation of campaign-related materials.
- Developed digital presentations used during various events throughout the year.
- Marketing on social media, as well as planning and creating materials for social media.
- Scheduling of SoMe posts using Later.
- Creating graphic material used in the webshop.
- Participation in events.

### Zinzino Operations AB | 2018 – 2023

#### Designer

Have participated in a number of projects covering both print, digital and motion design using Adobe Creative Cloud, as well as structuring of work flows.

- Worked with animation and film material for education purposes, events and sports arenas using After Effects and Premiere.
- Cooperation with the business owner during the creation of new digital Keynote and Power Point business presentations in order to get a deeper understanding of the business model sales need. This includes layout, imagery, colour palette, typography and iconography.
- Presentation of new design concepts to project stakeholders.
- Cooperation with the finance department during the creation and re-design of interim and annual reports. This includes layout, imagery, colour palette and typography.
- Image editing for print and digital use.
- Worked closely with the Digital Content Manager when updating and formatting both text and imagery on the company blog in Episerver.
- Creation of Social Media and campaign content in cooperation with the Communication Team.
- Helped and taught other designers how to set up typography templates in InDesign.
- Implemented a new look and feel to existing printed matter and digital presentations after a brand book update.
- Creation of guidelines and structuring of the image server in order to create more productive workflows.
- Participation and photography at events.
- Coordinated updates to product information in digital presentations, printed materials and in the webshop.
- Sent out newsletters in a custom-built email system.

## **Jennie Granath Design | 2016 – 2025** **Freelance Art Director and Graphic Designer**

Have created added value through projects and consultancy activities for customers in design, communication and compiling image material.

This includes

- *Branding*
- *Printed material*
- *Web design*
- *Typography*

## **D&A Group AB | 2015 – 2018** **Graphic designer, marketing coordination**

Have completed various tasks and projects covering both print and digital design using Adobe Creative Cloud.

- *Production of new product catalogues .*
- *Photography and editing of product images used in the web shop.*
- *Branding of their own makeup brush brand.*
- *Coordination and updating of products and information in the webshop.*
- *Campaign planning creation of campaign related material.*
- *Communication with market places such as CDON and Fyndiq.*
- *Creation of banners used in the web shop.*
- *Social media planning and creation of social media material.*
- *Sent out newsletters using Mailchimp.*
- *Coordinated changes to product information in the webshop.*
- *Supervision and onboarding of new staff.*
- *Maintained telephone and email contact with customers.*
- *Handled returns.*
- *Handled incoming deliveries.*
- *Placed product orders.*

## **Think Education | 2014** **International student ambassador**

- *Available for other international students to answer questions.*
- *Participated in events at the Brisbane Campus.*

## **Volunteer work | 2014** **Brisbane based Community Radio 4ZZZ**

- *Campaign planning and marketing strategy to market the annual event Radiothon.*
- *Creation of campaign related printed material and animation.*

## **Internship | 2014** **Brisbane based Cutts Creative**

- *Branding and packaging design*

## Formal education

### **Billy Blue College of Design | 2012 – 2014**

Bachelor of Communication Design  
Brisbane, Australia

### **NTI Media | 2008 – 2011**

Graphic Communication  
Gothenburg, Sweden

## Shorter independent course

### **Elements of AI, MinnaLearn | Ongoing**

Distance learning, Sweden  
Certified course in Artificial Intelligence:  
• *Foundations of Artificial Intelligence*

### **Nordic Tech Institute | 2023**

Distance learning, Sweden  
Certified course in Adobe After Effects:  
• *Animation for SoMe*

### **Motion Design School | 2023**

Distance learning, USA  
Courses in Adobe After Effects:  
• *Fundamentals on After Effects*  
• *Logo animation in After Effects*

### **School of Motion | 2023**

Distance learning, USA  
Courses in Adobe After Effects:  
• *Beginner's guide to design & motion*  
• *The path to mograph*  
• *Level up!*

### **Domestika | 2023**

Distance learning, USA  
Certified courses in Adobe After Effects:  
• *Advanced After Effects: Coding for Motion Design*  
• *Expressive Typography in Motion with After Effects*  
• *Isometric Animation with Illustrator and After Effects*

Certified course in concept and illustration:  
• *Drawing journal: Create fantasy characters*

Certified course in business strategy  
• *Business strategy for creatives:  
How to sell your art online*

## Language courses

### **Folkuniversitet | 2023 – 2024**

• *Korean language course*  
Gothenburg, Sweden

### **Folkuniversitet | 2020 – 2022**

• *Japanese language course*  
Gothenburg, Sweden

## Language skills

- *Fluent in spoken and written Swedish and English.*
- *Basic knowledge in spoken and written Japanese.*

## Other information

- *Have acquired B driver's license.*