

Olivia Österlund

Digital Brand Designer

Digital and graphic designer focused on UX/UI, visual design and digital content. Combining creative design skills with experience in leadership and project management.

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EDUCATION

Digital Content Designer

Medieinsitutet

08.2024-04.2026

Cross media & Design

Runö Folkhögskola

08.2023-06.2024

Production management

Malmö University

08.2017-06.2018

Finished courses:

- Original production
- Graphic Design
- Project management
- Digital marketing

Media production

Rytmus gymnasium

08.2014-06.2017

KEY SKILLS

- UX/UI
- Visual Design & branding
- Content Creation
- Leadership & Team Management
- Project Coordination

TECHNICAL SKILLS

- Figma
- Adobe CC
- Canva
- Microsoft Word & Powerpoint
- Google workspace

LANGUAGE

Swedish - native

English - fluent

WORK EXPERIENCE

Digital Brand Designer

Freelance 04.2026-present

Design, layout and production for digital channels.

Digital Designer - Internship

VNTRS 01.2026-04.2026

Re-branding, UX/UI interfaces and social media content for VNTRS and client projects.

Graphic Designer - Internship

Storstad Medieproduktion 04.2025-06.2025

Design, layout and production for digital channels and post-production.

Regional Manager

Joe & the Juice 08.2022-08.2023

- Managed 45–50 employees across three stores
- Responsible for recruitment, onboarding and leadership training
- Supported Store Managers in achieving established KPIs
- Coached and developed Store Managers to improve team and business performance
- Focused on improving operational efficiency and achieving sales targets

Project Manager

Joe & the Juice 04.2022-07.2022

- Trained and developed Store Managers, supporting their leadership and operational performance.
- Led the turnaround of two underperforming stores, improving revenue, team performance and overall operations.
- Identified areas for improvement and implemented strategies to strengthen staff engagement, efficiency and business results.

Store Manager

Joe & the Juice 02.2019-03.2022

Responsible for the daily operations and supervision of 5 to 20 employees, focusing on store maintenance, purchasing, scheduling, as well as onboarding and training of new staff and shift leaders.

Juicer

Joe & the Juice 10.2018-01.2019

Barista