

Cecilia Thulin

she/her
designer
/art director

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portfolio
linkedin

about

I am creative, skilled, and curious with a deep love for clarity, accessibility, and inclusion. I want to work in a team where we have fun and grow while also contributing to something good.

tools

Creative Cloud
Figma/Sketch/XD
Office 365
SharePoint
Google analytics

Mailchimp
HubSpot
SendGrid
WordPress

languages

Svenska
English
Deutsch
한국어

Modersmål
Fluent
Elementar
그다지

education

Art Director, Yrgo

2017–2018 Higher Vocational
Education Diploma

Media and Communication, Lund University

2007–2013 Bachelor of Science

Visual Art & Communication, University of California San Diego

2011–2012 Exchange year

Art and Photography, University of Amsterdam

2011 Exchange semester

experience

Visual Designer, Volvo Cars

2021–2022

Responsible for culture and communication projects within the UX department:

- Project-managed, launched, and facilitated a Design Thinking course
- Wrote content and designed their SharePoint
- Project-managed and designed the onboarding journey, including presentations and emails
- Filmed and edited onboarding videos
- Wrote and designed the UX newsletter from Head of UX
- Animated motion graphics for Volvo Cars' design website
- Designed presentations for the extended management team
- Was a part of WeDesignVolvo's Instagram editorial team, where I created content strategy, content plan, and reorganized our work processes

Art Director, Maverick

2020–2021

As an Art Director, I was responsible for design, concept creation, and strategies to strengthen Nexer Group's brand. I was a part of the marketing team and worked with copywriters, project managers, and analysts. Projects included:

- Content for social media and web UI
- Event and email marketing
- Photo and video production, animation, motion graphics, editing, retouching, grading, and sound design
- Digital campaigns for employer branding and brand awareness
- Illustrations and symbols for our asset library
- Presentations and brochures for sales and brand awareness
- Google Analytics, created UTM links to analyze traffic for increased conversion

UI Designer, Hall Media

2020

Hall Media was about to launch an app featuring consolidated sports content within the region. As a junior, I "ghost designed" for senior art directors who presented both my design and theirs. However, my design was chosen. I designed:

- App logo
- Splash screen/launch screen
- App icon
- Navigation bar logo
- Branding guidelines for marketing

Social Media Specialist, Sigma IT

2019–2020

Responsible for Sigma IT and Sigma Recruits' social media accounts, where I created creative content to strengthen their brands and reach their target audiences.

- I created content in the form of copy, design, video editing, and animation.
- I managed paid advertising and campaigns.
- Implemented tracking and followed up with stakeholders.
- Utilized Google Analytics, creating UTM links to analyze traffic for increased conversion.

Results:

- One of my recruitment campaigns for developers had an ROI (return on investment) of x14
- Another campaign increased the number of applications by 300%
- Over the course of a year, I increased Sigma IT's LinkedIn followers by 40% and their Instagram followers by 20%