



## LOUISE SALLING

Designer

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## VISUAL PORTFOLIO

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## EDUCATION

### DESIGNER

KADK | Copenhagen

Textile + Graphic Design

2005 - 2011

### DESIGN COURSE

Den skandinaviske Designhøjskole

Graphic + Textile Design

2004-2005

### AUTOCAD

Cadskolen | Aarhus

2D/3D Drawings

2012

### STUDENT

Dronninglund | Gymnasium

English + Spanish

2000 - 2003

## INTRODUCTION

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I am a committed designer with a strong creative toolbox, a digital mindset and a passion for creating visual experiences across media and platforms. With 7 years of experience working with digital marketing (mainly web) I'm skilled in content creation and publication (Episerver, Umbraco, Wordpress), SEO, strategic brand management and analysis. My passion lies in creating intuitive and unique digital solutions, that gives business value, exploits technical opportunities and improves the overall user experience.

With a background as a graphic designer my toolbox combines both traditional creative hands-on skills, project development with digital publication and analytic tools. I have worked with content creation and publication (Episerver, Umbraco, Wordpress), SEO, strategic brand management and digital marketing. I see myself as an effective communicator and a strong team player prefer working agile and with lean project management.

## EXPERIENCE

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### WEB CONTENT EDITOR | 2017 - 2022

#### Norwegian ASA - Oslo

As Web editor at Norwegian ASA my main job is to maintain and optimize all sites across markets. Focus was to improve the customer journey, SEO and CRO. Create new landing pages and execute campaigns across markets. Monitor web performance and perform A/B tests to improve UX in collaboration with UX team.

- Maintain all NAS websites across markets on a daily basis.
- Optimize customer journey by improving navigation, SEO and CRO.
- Collect data and measure performance.
- Manage and implement promotional campaigns.
- Set guidelines and strategy for web to ensure we achieve business goals.
- Conduct A/B tests and other performance measures in collaboration with UX team.
- Optimize/maintain media library in CMS.

### SURFACE DESIGNER | 2016 - 2017

#### Søstre Grene - Aarhus

As surface designer for Søstre Grene I worked with a variety of assignment from creating patterns for cups and plates to illustrations and visuals for textiles and posters. I also created ad hoc graphic material for the store and products.

- Pattern design for office supplies, boxes and textile products.
- Illustrations for posters and post cards and children's toys and games.
- Graphic design ad hoc for product wrapping and POS.

### WEB DESIGNER | 2014 - 2016

#### Bolia.com - Aarhus

As Web designer at Bolia.com my main task was optimizing and maintaining the websites across markets. Create and execute campaigns, monitor performance, maintain product images, design and setup landingpages for products and campaigns. Optimize UX in collaboration with external design/UX team. Create newsletters and monitor performance.

- Maintain and optimize customer journey on website across markets.
- Ensure brand consistency on digital touch points.
- Optimize UX and customer journey.
- Start up omnichannel development (Episerver).
- Create display banners for digital ads.
- Develop in-store marketing materials (digital + print).
- Email marketing - Inspirational and re-targeting.

## SKILLS | TECHNICAL



## SKILLS | PERSONAL



## EXPERIENCE (continued)

### GRAPHIC DESIGNER | 2013-2015

#### Kunsthal Aarhus - Aarhus

As graphic designer at Kunsthal Aarhus my main task was to design and implement market materials across channels and touch points incl. posters and wayfinding for exhibitions. Update website and SoMe promoting new exhibitions and create monthly newsletters.

- Develop marketing materials (digital + print)
- Email marketing
- Create content for SoMe
- Maintain website

### DESIGNER | 2012 - 2013

#### Artspot - Aarhus

As a designer at Artspot I designed waldecorations and wayfinding for officespaces focused on improving the surroundings and connecting the company brand to the surroundings using, textile, patterns and color.

- Wayfinding/wall decorations
- Pattern design based on brand identity
- Insitu images/models 2D/3D
- Project management
- Photography

### DESIGNER ASSISTANT | 2008 - 2010

#### Astrid Krogh Design - Copenhagen

As a design assistant for the danish textile designer Astrid Krogh I works as her right hand. My main task was to create pattern design for many of her exhibitions. I also designed models 1:1 of the models an set up presentations for customers. I also maintained her website and corrected images for her projects.

- Pattern design
- Model 1:1
- Product presentation
- Project management
- Website updates
- Photography

## REFERENCES

### ENDRE HERMANDSEN

VP Digital channel development | Norwegian Airline  
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### IBEN MOSBÆK HOFSTEDE

Former CEO | Kunsthal Aarhus  
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### SØREN SKJELBO

Former WEB manager | Bolia.com  
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