

CARL-MAURITS VON SCHANTZ



CONTACT

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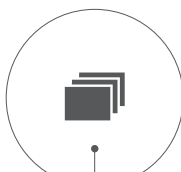
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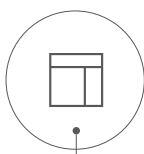
MY SPECIALITIES



Concepts &
creativity



Branding



Web &
app design
UI/UX

SKILLS

Computer

Adobe Package
Figma
Sketchup
Blender
Keyshot

Professional Skills

Photography
Knowledge of industry trends
Visual communication
Project management
Product photography
Problem solving

EDUCATION

LISAA - L'Institut Supérieur
des Arts Appliqués

From September 2020 to October 2023

Bachelor degree - Graphic design
Product Design

Luleas Tekniska univeristet

From Jun 2023 to Nov 2023

Web development HTML - CSS - React

LANGUAGES



WORK EXPERIENCE

PAF | Remote

From May 2024 - Current

Designer

- Designed and optimized paid social ad campaigns with focus on ROAS, CTR, and overall campaign performance.
- Created and developed brand identities, including 1x2.se, ensuring consistency across digital platforms.
- Collaborated closely with the digital marketing coordinator to align creative content with campaign goals, driving measurable results.
- Produced engaging visual content tailored for different ad formats (Meta, TikTok, Google Display, etc.)

Givenchy | Paris

From Jul 2023 - Apr 2024

Graphic and product Designer

- Creating renderings and bringing concepts to life.
- Stay updated with current fashion trends and gather inspiration from various sources and present them to the design team.
- Contributed to the development of design concepts for new shoe collections by creating mood boards, defining color schemes, and developing design elements, with a strong understanding of brand identity
- Developed pitch decks for the Head of Design focusing on strategy development, implementation, and reporting.

Corniche Watches | Stockholm & Paris

Apr 2023 - Sept 2023

Internship - Assistant to chief of design

- Creating and assisting in the development of graphic designs for various company materials, including brochures, advertisements, packaging, and UX and UI content.
- Assist in developing design concepts, manage design assets and ensure print production quality.
- Ensuring that all design work adheres to Corniche Watches brand identity and design standards.
- Software Proficiency: Staying current with design software and tools to enhance design capabilities.

Utsikt Kommunikation | Stockholm

From Sep 2018 - 2020

Project coordinator and graphic designer

- Managed projects in a high-paced environment, developing and delivering brand experiences for clients including Google, BMW, and Huawei.
- In addition to project management responsibilities, I developed strong capabilities in creating logos for various occasions, designing print and digital advertising, developing product packaging and website layouts, and using SketchUp and V-Ray to produce plans for future events.
- Worked with clients to identify their needs and preferences and understand how to create the best possible outcome and brand experience.