

# CARL-MAURITS VON SCHANTZ



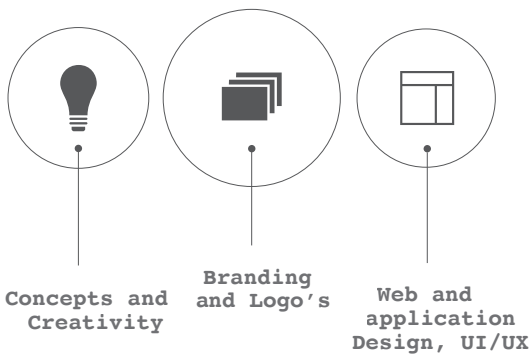
## CONTACT

Maurits.vonschantz@gmail.com

+46 701 48 49 10

www.cmvs.me

## MY SPECIALITIES



## SKILLS

### Computer

Adobe Package  
Figma  
Sketchup  
Blender  
Keyshot

### Professional Skills

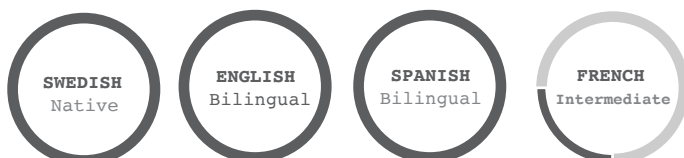
Photography  
Knowledge of industry trends  
Visual communication  
Project management  
Product photography  
Problem solving

## EDUCATION

LISAA - L'Institut Supérieur  
des Arts Appliqués  
From September 2020 to October 2023  
Bachelor degree - Graphic design  
Product Design

Luleas Tekniska universitet  
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 Design

- Creating Renderings and bringing concepts to life.
- Stay updated with current fashion trends and gather inspiration from various sources and present the, to the design team.
- Involved in the development of design concepts for new shoe's collections, helping to create moodboards, color schemes and design elements, whilst having a deep understanding for the brand.
- 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

- Graphic 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.
- Brand Consistency:** 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

- Project management in a high pressure environment to manage and develop brand experience's to our customers such as Google, BMW, Huawei and more.
- After mainly working with Project management I also felt more comfortable to creating various logos for various occasions, as well as print and digital advertisements, product packaging, and website layouts, and working in Sketchup/V-ray to
- Working with clients to see their needs and preferences and to understand how to create the best possible outcome to create the best brand experience.