

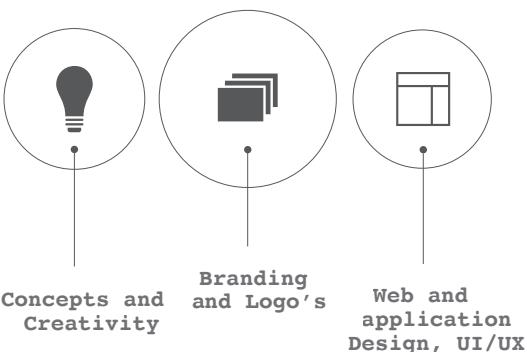
CARL-MAURITS VON SCHANTZ



CONTACT

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MY SPECIALITIES



SKILLS

Computer

Adobe Package
Figma
Sketchup
Blender
Keyshot

Professional Skills

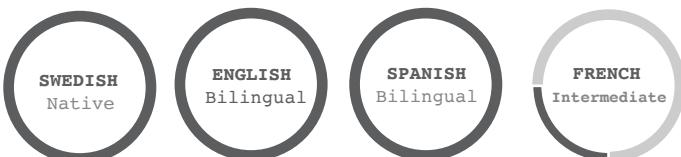
Photography
Knowledge of industry trends
Visual communication
Project management
Product photography
Problem solving

EDUCATION

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

Luleas Tekniska 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 Design

- 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.
- Involved in the development of design concepts for new shoe's collections, helping to create mood boards, 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-paced environment to manage and develop brand experiences for 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.