

# GABRIELLA FRANK FERM

CREATIVE PROBLEM-SOLVER WITH EXPERIENCE IN DESIGN, SERVICE, LEADERSHIP, AND SOFTWARE DEVELOPMENT

## PORTFOLIO | GITHUB PROFILE

### WORK EXPERIENCE

#### .NET / Full-Stack Developer, Internship (LIA 1)

*InFiNetCode AB | Sep 2025 – Nov 2025*

##### **Technical development, team collaboration, UX mindset, structure, and logic.**

Contributed to the development of the course platform Dojo in an agile team, built using Clean Architecture. Worked with ASP.NET Core, EF Core, C#, React, TypeScript, and Next.js. Implemented authentication using GitHub, Google, refresh tokens, and Identity, as well as API integrations between backend and frontend. I also implemented Stripe's payment solution and combined technical work with graphic design in Figma for the platform's interface.

#### **Sales Associate**

*Mercus Yrkeskläder, Gothenburg | 2017 – present*

##### **Service, customer responsibility, quoting, relationship building, structure, and problem-solving.**

Provided customer guidance within workwear, personal protective equipment, and branded products with a high level of service. Responsible for departments including footwear, decals, and PPE, as well as invoice approval and quotation work. Built and maintained long-term relationships with customers and suppliers. Managed purchasing, inventory handling, deliveries, and claims efficiently.

#### **Acting Store Manager / Sales Associate**

*Mercus Yrkeskläder, Gothenburg | 2022 – 2023*

##### **Leadership, structure, customer focus, problem-solving, daily operations.**

Led daily store operations and ensured targets and results were met. Responsible for maintaining stock levels, approving invoices, and leading the team.

#### **Sales Associate**

*Grolls Yrkesbutik, Gothenburg | 2015 – 2017*

##### **Customer service, advisory work, inventory handling, responsibility.**

Provided professional guidance within workwear and PPE. Responsible for departments such as branded clothing, leisure and safety footwear. Managed inventory, including incoming/outgoing deliveries and claims. Served as acting store manager for six months, including invoice approval responsibilities.

#### **GF Design – Freelance Graphic Designer**

*Gothenburg | 2006 – 2016*

##### **Visual communication, project management, client relations, creative problem-solving.**

Developed brand identities, logos, and websites with a focus on user experience and visual identity. Produced print materials including CD covers and brochures with high precision and creativity. Ran my own business and worked as a freelance graphic designer.

### CONTACT DETAILS

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**Email:** gabbzf@gmail.com

**LinkedIn:** [@GabriellaFrankFerm](#)

### BACKGROUND

Versatile and solution-oriented with experience in graphic design, customer service, leadership, and .NET development. I thrive where creativity meets structure and where I can contribute to both people and processes. Open to roles within design, marketing, operations, coordination, and tech-adjacent work.

### SKILLS

#### DESIGN & COMMUNICATION

- Graphic design, visual identity, UX mindset
- Adobe CC (Photoshop, Illustrator, InDesign), Figma, Canva
- Information design, visual hierarchy, user flows

#### TECHNOLOGY & DEVELOPMENT

- .NET, C#, SQL, React, TypeScript
- API integrations, Clean Architecture, RBAC, authentication
- HTML, CSS
- Visual Studio, VS Code, GitHub

#### SERVICE & LEADERSHIP

- Customer relations, advisory work, relationship building, quoting
- Team leadership, responsibility, conflict management
- Problem-solving, communication, collaboration

#### ORGANIZATION & STRUCTURE

- Coordination, administration, invoice handling
- Documentation, workflow structuring
- Business systems: Pyramid

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## EDUCATION

### System Developer – .NET

*NBI-Handelsakademin, Gothenburg | 2024 – graduation June 2026*

Ongoing education focused on .NET and APIs — Clean Architecture, OOP principles and design patterns, various web applications connected to different databases, and full-stack development using React and TypeScript.

### Sales Training

*Gothenburg | 2014 – 2015*

Training in sales and service, including an eight-week internship at Grolls Yrkesbutik.

### Advertising & Marketing

*Gothenburg | 2003 – 2005*

Two-year vocational program specializing in graphic design.  
Internships: Kommando (Jan–Apr 2005) and MFX AB (May–Aug 2004)

### Web Design & Graphic Production

*Gothenburg | 2001 – 2 semesters*

Web design, HTML, graphic production for web/print, and desktop publishing.

## LANGUAGES

- Swedish (native)
- English (fluent)

## COURSES

### Computer Graphics Design | 2002 – 1 semester

Advanced studies in 3D modelling.

### Advanced Media Production | 2002 – 1 semester

Studies in Flash, Director, Premiere, and Sound Forge.