

CV Helen Rasmusen

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Experience

2022-2024

• VIDISPINE AB

ARVATO SYSTEM BRANDS, IT TECH, GERMANY, BERTELSMANN

UI-UX designer + Graphic Designer | Platform Success Team

Major working with the full redesign of [The VidiNet.net](#) application and service platform which include to take into account existing insights, technical constraints, business needs, and market-specific regulator demands and make evidence-based decisions.

Follow existing design system to deliver user new flows, new concepts, prototypes and document design solutions(Atlassian-Confluence + Figma). Mainly create wireframes and high-fi design in Figma, Trello, write tickets to Front End developers in Azure DevOps(Jira).

October, 2021 - December, 2021

• TELCRED AB AND SIQURE SCANDINAVIAN AB

GIGGER I CONSULT

Video Producer + Director | Project Leader

Managed the pre-production, production, and post-production process of Telcreds and Siquers promo video. I was responsible for the planning, the scheduling, and the editing of the production down to the delivery of the final video.

Worked closely to other production staff and stakeholder on location, to ensure a creative and stable working environment for everyone involved in the project.

- Wrote, researched and assessed ideas and finished scripts.
- Hired key staff, camera woman to shoot videos.
- Pulled together all the strands of creative and practical talent involved in the project to create a team.
- Organised shooting schedules

- Conducted regular meetings with the stakeholders to discuss characters and scenes
- Troubleshoot problems that arise during production
- Cutting, editing videos
- Added and cut sound and music together with staff.

I showed:

- confidence in my ability.
- strong communication and people skills.
- editorial judgement.
- presentation and pitching skills.
- negotiation skills.
- strong time and resource management skills.
- organisation and planning skills.
- creative ability

• EXPRESSEN AB 1988-2020

BONNIER NEWS, NEWSPAPER

January, 2020 - July, 2021 (7 month)

Digital-/ Visual-/ Graphic Designer and Illustrator

Digital Publishing Group

- Produce digital graphics, pictures and banners to website, social media Facebook, Instagram, SnapChat and TikTok.
- Produce motion graphic videos to social media platforms.
- Produce icons, graphs and maps to digital platforms, web, TV.
- Produce graphic design material to print media, market packages, cars and interiors.
- Produce visual graphic content to webTV
- Produce illustrations to web articles
- Design templates for layouts in digital media

January, 2017 - January, 2020

Digital- /Visual- /Graphic Designer and Illustrator; (Trial Artist), Social Media Desk , WebTV, Marketing and News Desk

2000-2017***Head of Graphics**

Infographics/Illustrators), Art Director,
Senior Graphic Artist, Graphic Department, News Desk

- Leading in-take from clients
- Delegate assignments
- Leading work close to journalists to explain f. e. an accident, News in pictures, information graphics
- Budget planning, keep budget, report in Agresso, check and pay invoices.
- Buy services, do contracts
- Go through material needs, order materials.
- Plan staff working schedules, negotiations with staff.
- Recruitments of staff including interviews.
- Everyday News desk Meetings with other departments, planning the day. Presenting our days missions.
- Art directions and do layouts
- Research and project planning

2015-2016*UI-UX designer**, IT-departement.

- Take into account existing insights, technical constraints, business needs, and market-specific regulator demands and make evidence-based decisions.
- Use multi-brand design system to deliver flows, concepts, prototypes, and carefully documented design solutions.
- Work with design and developers to transform ideas into useful features and experiences.
- Work with other UI/UX designers, Content Designers, UX Researchers, Product Owners, and developers within our end-to-end design process structure in agile Lean (scrum).

Also during this year:

Head of Graphics +Digital-/Motion-/ Visual-/ Product-/ Graphic Designer and Illustrator at the News Desk/WebTV Desk and Marketing department.

1988-1999**Illustrator/Infographics, Trial Artist**, News Desk

- Work close to journalists to explain News in pictures, so called information graphics.
- Producing maps, charts and graphs in Adobe Illustrator.
- Producing picture montage in Photoshop.
- Layouts in Indesign
- Produce 3D buildings in cut aways
- Write small journalistic texts to infographics
- Create illustrations to articles
- Visualisation of trials in courts
- Planning, research, presentation.

Education

2021**Berghs School of Communication** UX-UI/Interactive - responsive**2000 - 2017****Bonnier News Expressen**

Leader development courses, personal development coaching, budgets management course

2017**Batteri Kommunikation**

After Effects

1992**Poynter News Institute**

Saint Petersburg, FL, infographics, graphic design

Portfolio<http://www.linkedin.com/in/helenrasmusen>**Misc.**

<https://www.resume.se/kommunikation/media/hon-ligger-bakom-expressens-rosade-etta/>

Educator /teacher

(internal Expressen) in CS Illustrator and Photoshop

<https://www.linkedin.com/in/helenrasmusen/>

About/details

UX/UI design skills

- sketches/concepts/mockups
- user flows
- wire frames
- prototypes
- interaction design
- A/B tests, analytics, research
- final arts
- style/tile guides
- FIGMA, Sketch, InVision, XD

"All-in-one persona"

- UI UX designer
- Digital designer
- Visual designer
- Graphic designer
- Motion designer
- Product designer
- package designer
- Illustrator

(art, ads, icons, logotypes, brand identity, content design - social media)

Software skills

- Figma
- XD
- Sketch
- Invision
- Illustrator
- Photoshop
- Premiere

- After Effects
- Microsoft Office package
- Atlassian
- Jira
- Confluence
- Azure
- Trello

Personality

Versatile. Curious. Good to details. Love Team work. Organised.
Lean-Agile Mindset (customer first thinking). Used to short deadlines (sometimes hours). Good communicator, flexible and empathetic to users.

Also producing:

- infographics
- illustrations
- picture montage and retouch
- graphs, charts and maps
- motion videos
- photography set ups, directing

Extra:

- knowledge in SEO and EPI
- experienced in leading position incl. budget responsibility and staff development coaching

Residence:

Kungsholmen (Stockholm) Sweden

Nationality: Swedish

Native language: Swedish

Other languages:

- English (fluent)
- German (understand written)

CONTACT

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