

LISA RYD-CARLSSON

A UX designer and frontend developer dedicated to enhancing user experiences and creating visually appealing designs, who embraces a creative, cooperative, and strategic approach to develop solutions.



SKILLS

- Creative
- Team player
- Problem solver
- Positive
- Detail oriented
- Project leader

WORK EXPERIENCE

INTERNSHIP - QPIX AB

During my internship at QPIX, I had the opportunity to completely redesign their website, from fonts and colors to images and text. It was an incredibly exciting and challenging task where I gained hands-on experience in the entire UX process, coding, and website launch.

BRAND MANAGER - Selected Brands Nordic AB

As a Brand Manager, I led the oversight and expansion of prestigious brands like UGG, Karl Lagerfeld and Ted Baker across the Nordic and Baltic regions. Leveraging strategic planning and market analysis, I ensured their successful positioning and performance.

FOUNDER - Long Story Short AB

This is the company I manage as a photographer in addition to my main endeavors. I primarily sell prints B2B to interior shops in Sweden and Norway, but also cater to B2C customers through my online store.

RETAIL MANAGER - Twist & Tango

I worked as a retail manager for the company's seven Swedish stores, overseeing personnel and being responsible for budgeting, purchasing and marketing.

FRANCHISEE - Bianco Footwear

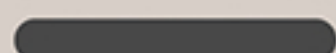
I operated Bianco Footwear in Täby as a franchisee, managing all aspects of the business. This role involved overseeing daily operations, managing staff, maintaining inventory, and ensuring customer satisfaction.

STORE MANAGER - Bianco Footwear

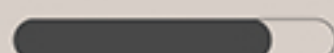
I served as a Store Manager at Bianco Footwear in Oslo, Norway, where I honed my skills in retail management and customer service.

LANGUAGES

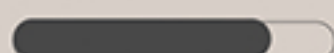
SWEDISH



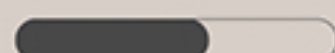
ENGLISH



NORWEGIAN



DANISH



CONTACT

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EDUCATION

FRONTEND DEVELOPER

Folkuniversitetet, Gothenburg

E-COMMERCE MANAGER

IHM Business School, Gothenburg

PHOTOGRAPHY PROGRAM

Gotlands Folkhögskola, Hemse

MARKETING

FEI, Stockholm

BUSINESS ECONOMICS

BI Norwegian Business School, Oslo

EXPERTISE

FIGMA, ADOBE CC SUIT

HTML, CSS, JS, TS

REACT, REDUX, SCSS

SCRUM, TRELLO, GITHUB

SEO, ADWORDS

AWS, NODE.JS