

# Amelie Ström

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## A bit about me

UI Designer born in **Sweden** and raised in **Switzerland** with a background in fashion styling, and marketing. Experienced in creating aesthetic designs to enhance user experiences, and communicating with a diversity of clients after being based in various cities such as **San Francisco, London, Gothenburg, and Brisbane**. Skilled in team management, and marketing helping to develop user-centric design solutions.

I **love** traveling, photography, design, working out in various forms, people, and listening to podcasts.

Currently based in Provence, France. Willing to relocate.

## Skills & Tools

### Interaction

User Research      Wireframing  
Personas              Experience Prototyping  
Usability Testing

### Tools

Sketch              Wordpress  
InVision            Keynote  
Adobe XD          Flinto  
Figma                Shopify  
Basic HTML/CSS/Javascript

### Languages

English  
Swedish

## Education

### CareerFoundry

Frontend Development Course  
2021 - 2021

UI Design Course  
2020 - 2020

## Work Experience

### Chief Marketing Officer

Oct, 2019 - Present

### Investem Ventures

Remote

- Designs presentations, and prepares specific branding for each meeting.
- Operated, and scheduled the launch of two company websites. Each launch, has been focused on coordinating suitable promotional branding for each product.
- Analysed competitor market to enhance branding and marketing strategies.

**Achievement:** Designed their website accordingly to enhance the client outreach numbers.

### Team Manager and Fashion Stylist

Jun 2016 - Mar 2019

### ANINE BING

London

- Responsible for arranging all of the VIP client (magazines, agencies, influencers, private people, etc.) appointments within London.
- Organised press events to market new collections, and special happenings. Prepared weekly press send outs and kept an ongoing professional relationship with agencies.
- Monitored the weekly updated visual merchandising to confirm it was according to brands guidelines.
- Developed new marketing and sales strategies for reaching KPI's and monthly targets.

**Achievement:** Opened the first flagship store for ANINE BING in London by reaching targets and KPI's consecutively.

### Manager

Sep 2015 - May 2016

### Lucinda Belle

Freelance/Remote

- Organised social media schedule, along with daily schedule of events/interviews
- Kept an ongoing relationship with managements, venues, and PR.
- Supported artist during performances at events such as London Fashion Week.

### Artist Management Intern

May 2015 - Aug 2015

### Machine Management

London

- Day-to-day included updating schedules of artists such as Clean Bandit, and Years & Years. Supported different schedules depending on urgency, ranging from social media planning to event preparations.
- Prepared all travels, and meetings to their specific needs. Local, and abroad planning and bookings.
- Assisted artists during video shoots with their styling, and shoot preparations.

### Music Researcher Intern

Feb 2015 - May 2015

### Quantone Music Systems

London

- Researched music information for a newly developed music database and discovery engine.
- Attended seminars with IBM to begin the potential partnership between the two companies

### Intern

Jul 2013 - Aug 2013

### BandPage

San Francisco

- Research contact information for musicians/bands
- Organise artists management contact information