



# IDA HALLBÆCK

## DIGITAL DESIGNER AND CONCEPT DEVELOPER

### PORTFOLIO

idahallback.netlify.app

### SUMMARY

Passionate, customer-centric individual eager to enhance visual identity skills at X. Experienced in digital design with Adobe Creative Suite and Figma, committed to creative problem-solving. Excited to contribute to a dynamic environment, emphasizing quality and the client.

### DETAILS

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### SOFTWARES

Adobe Suite  
Astro  
CSS, Less.css and Tailwind  
Figma  
HTML5  
JavaScript  
MotionOne  
Search Engine Optimization  
Visual Studio Code

### TALENTS

- Project Management
- Strong communicator, verbal and written
- Resourceful, flexible and agile

## EDUCATION

Digital Concept Development, PBA

Copenhagen School of Design and Technology, 2025 – now

- Digital Solutions – Focus on technology, users, and business to drive innovation.
- Data-Driven User Experiences – Leveraging data for optimized digital interactions and transformation.

Multimedia Design, APD

Copenhagen School of Design and Technology, 2023 – 2025

- User Interfaces, User Experiences, Business, Technology, Design, and Content Production (120 ECTS)
- Specializing in Digital Design (DIDE) as elective course on 3rd Semester (30 ECTS)

Academy Degree in Management, AU

Copenhagen Business Academy, 2022 – 2023

- General Management (10 ECTS)
- Project Management (10 ECTS)

English and Organisational Communication, BA

Copenhagen Business School, 2017 – 2018

- Oral Communication (7.5 ECTS)
- Text and Text Production (7.5 ECTS)
- Organisation (7.5 ECTS)
- Intercultural Communication (7.5 ECTS)

## CAREER

Digital Designer, Internship

Relesys, Nordhavn, Copenhagen, august 2024 – november 2024

- Rapid app prototyping in Figma for clients.
- Front-end coding in Relesys' internal CMS to create high-fidelity app prototypes.
- Graphic design, including showcasing themes, app redesigns, and producing marketing materials.
- Participating in design argumentation and collaborative work with the Sales, Marketing, and Client Success teams.

Sales Consultant, Furniture Department

Illums Bolighus, Kongens Lyngby, 2022 – now

- Focused sales of high-profile brands such as Fritz Hansen, &tradition, Montana, Louis Poulsen among others
- Furnishing for both private and business clients
- Ordering of goods and coordinating drop-ship and private consumer deliveries

Assistant Sales Manager, Lighting Department

Illums Bolighus, Copenhagen, 2019 – 2021

- Daily operation and Sales Management
- Personnel Management
- Dialogue with suppliers and coordination of their assortment
- Key responsibility for product templates and campaigns in the department through Navision Dynamics and e-commerce

## LANGUAGES

- Danish, Bilingual Proficiency
- English, Full Professional Proficiency
- Spanish, Limited Working Proficiency
- German, Elementary Proficiency