kelly brofall

Släggbacken 3
17153 Solna
C/O Starfelt
(+46)72 389 02 30
kbrofall@gmail.com

technical skills

PC and Mac
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Acrobat
CSS
HTML
jQuery/Javascript
Sketchup
SolidWorks
Autocad
Office package
Drivers license
Swedish (mother tongue)
English (fluent in speaking and writing)
Electrical bass
Jew's harp
Watching documentaries

education

Hyper Island - Digital Data Strategy
2013-2014

Nackademin - Packaging design
2008-2010

Grafiskt Utbildning Center - Expo
2005 - 2008

work

Oriflame - Artwork coordinator & designer
2013 *(6 months)*

Keart & Illustration - Graphic designer &
Illustrations, my own company
2013 *(ongoing)*

Gepdesign - Designer & photographer
2010-2013

time

2013
6 months

2013 -
Ongoing

2010 - 2013

work

Coordinator and designer - Oriflame
Cosmetiques AB, Stockholm
Global company that produces and sells cosmetics with inspiration from nature. My mission was to be responsible for the changing of over 600 artworks and coordinate and keeping update with the regulatory in Dublin, and to educate an intern to be my partner. We completed the mission within less than 4 months.
Later on, I worked design for several cosmetic products; nail polish, lipgloss, hand crèmes and perfumes.

Layout and Processing - www.photoskolan.se
Instructions to do the layout, illustrations and make them print ready so they can be sent to the end user, the customer, who orders the course online.

Main Achievements:
• Creating a graphic manual
• Selection of fonts
• Vectorized existing logo

Designer - Gepdesign product & communication AB, Stockholm
Agency that offers unique and customized products to meet customer needs. Products leads to more advertising for them and generate more attention in the end for the consumer.

Clients:
• Absolut Vodka
• Carlsberg
• Scania
• Wärtsilä
• Pepsi
• Manpower
• WSP
• LeZie

Main tasks:
• Designer for both products, packaging and clothes
• Artwork coordinator, sketches for prints and production
• Photographer and editor for several webshops

Main Achievements:
• Project manager for an exhibiton called Trendgalan (2011)
• Lunchbox for Staropramen (2012)
• Administered and added text and layout for gepdesigns website (2012)
• Two ads,in Aftonbladet of Paolo Roberto brand LeZie (2012)

time

2013 - 2014
Digital Data
Strategist

2008-2010
Packagingdesign

2013
Nov

educations

Digital Data Strategist - Hyper Island, Stockholm
1 1/2 year education. It is about find insights and create relevant solutions in this fast changing society. With several tools like; Google analytics, we are learning how to investigate markets, using and looking into Data. Picking up on trends within this data to almost foresee the future within businesses is also a huge part of the program.

Clients
• Halebop
• Coca-cola
• SOS Children's Villages
• The Brick
• SF, Svensk Filmindustri (Swedish Film Industry)

Nackademin KY-utbildning - Packaging design (80 hp), Stockholm
Studied graphic design, printing techniques, construction, logistics, marketing, ergonomics, and materials knowledge. Today, packaged products need to protect the product, have low production and transporting cost, while still being attractive. This involves many challenges at the same time that I find enjoying to solve.

Grafiskt Utbildningscenter - Expo (17,7), Uppsala
The education includes both an aesthetic and technical training. Building 3D´s environments in Sketchup and learn about the relationships between reality and computer visualization, which has resulted in that I have a very good ability in planning furnishing, lighting and colors (the interior design package).

other

Exhibition (What are you thinking about) - Kungsholmen
I started my own company (Keart & Illustration - 2012) with the intention of delivering graphical design/print and illustrations. 2013 I decided to have my first exhibition in November of 2013, which has been of my biggest moments in life and it demanded hard work. It paid off well and started to work together with a web gallery (Urban Gallery).

References will be given on a request.