

WORK BY  
PELLE SKOGSBERG  
INDUSTRIAL DESIGNER  
BFA



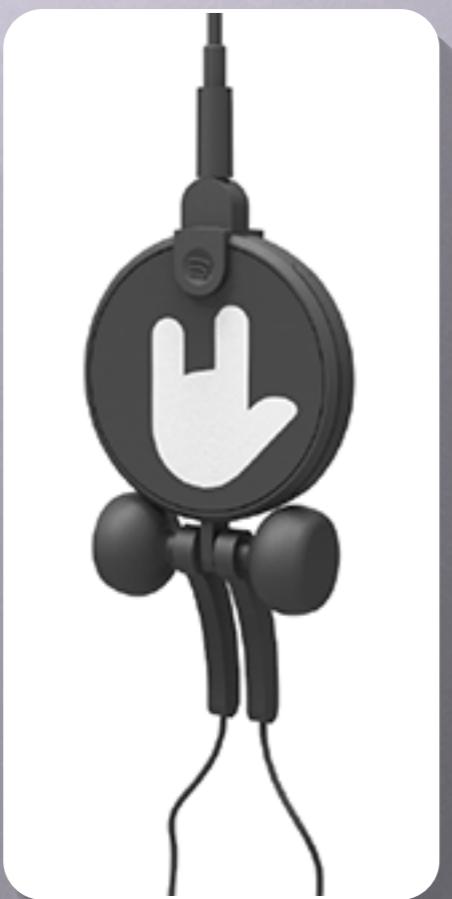
C O N T E N T

**01** **Poc Lobes**  
Cylindrical Ski Goggles



TECHNICAL  
Optics

**02** **Spotify Colors**  
Designing Social Music



CONCEPTUAL  
Whole Process

**03** **Converse**  
Eye Wear



FORM  
& Modelling

**04** **Bagheera**  
Misc Product Design



BRAND IDENTITY  
& Sports Products Design

**05** **Education**  
& Work



06

About  
& Skills

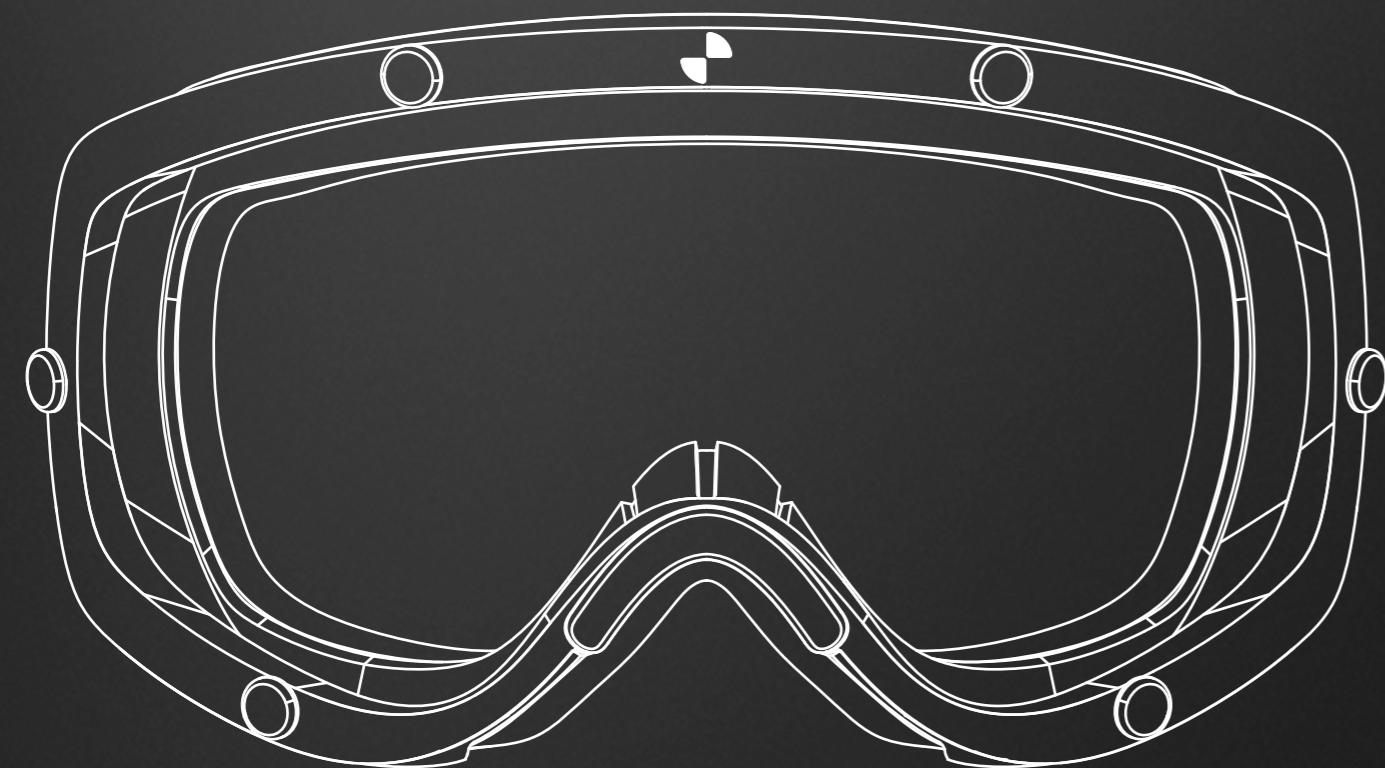
**07** **Design**  
Process





FROM BRAINSTORMING IDEAS, MAKING MOODBOARDS AND TRYING TO FIT THE PRODUCT WITH THE REST OF THE PRODUCT LINE, I WORKED WITH LEAD DESIGNER FOR CREATIVE INPUT AND PRODUCT DEVELOPERS FOR TECHNICAL ADVICE WHEN SKETCHING AND MODELLING CONCEPTS FOR THIS POC GOGGLE.

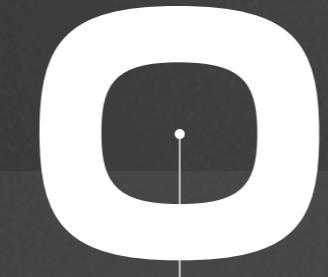
A GREAT DEAL OF EFFORT WAS PUT INTO MAKING THE GOOGLE FIT THEIR RANGE OF HELMETS. THE FINAL RESULT WAS THEN FURTHER DEVELOPED, BUT LATER CANCELLED AS IT WAS COMPETING WITH ANOTHER POC GOOGLE. INSTEAD, THE CONCEPT WAS TURNED INTO A SPHERICAL VERSION, FURTHER DEVELOPED, AND RELEASED AS THE "POC LOBES".



PELLE SKOGSBERG DESIGN WORK

## ISSUES

- 1 Lens Is Hard To Change**  
WHEN THE WEATHER CONDITIONS CHANGE YOU MIGHT NEED TO CHANGE THE LENS. OR YOU NEED TO REPLACE THE LENS WHEN IT'S DAMAGED AS MOST LENSES ARE MOUNTED INSIDE THE FRAME, AND CONSIDERING THE COLD WEATHER AND WEAR OF GLOVES THIS CAN BE QUITE TRICKY.
- 2 Goggle Straps Won't Stay In Place**  
GOOGLE STRAPS ARE CONSTANTLY ADJUSTED MEANING THE FIT ALSO CHANGE CAUSING AIR DRAFT AND AFFECTING VENTILATION. THEY ARE ALSO QUITE SLIPPERY AND ARE EASILY LOST WHEN TRYING TO GET A SUN TAN IN THE SKI LIFT
- 3 Design Causes Water To Get Inside**  
THE TYPICAL - LENS IN A FRAME - GOOGLE DESIGN MEANS A LOT OF CORNERS WHERE SNOW GETS STUCK, MELTS AND GETS INSIDE THE GOOGLE - AND THEN FOGS UP THE LENS
- 4 Strap Attachment Limits Vision**  
THE NATURE OF A TYPICAL STRAP TO HELMET ATTACHMENT DESIGN CREATES LIMITATION IN THE FIELD OF VIEW
- 5 Rigid Nose Arch Prevents Good Fitting**  
AND BAD VENTILATION MEANS FOGGING
- 6 Strap Holder Are Complicated To Use**  
BEING LOCATED IN THE BACK, THIS IS WHERE THE STRAP IS FIXED TO THE HELMET - MEANING EITHER A LOT OF FIDDLING WITH YOUR HANDS BEHIND YOUR HEAD OR TAKING THE HELMET OFF



POC COMPRESSED SUPER ELLIPSE

## INSPIRATION

IN THIS PROJECT, INSPIRATION WAS DRAWN FROM COMBAT PILOT HELMETS WHICH WAS THEN MIXED WITH POCS OWN FORM LANGUAGE - BASED AROUND THE SUPER ELLIPSE

CONTRASTING  
CLEAN AND  
TECHNICAL  
SHAPES

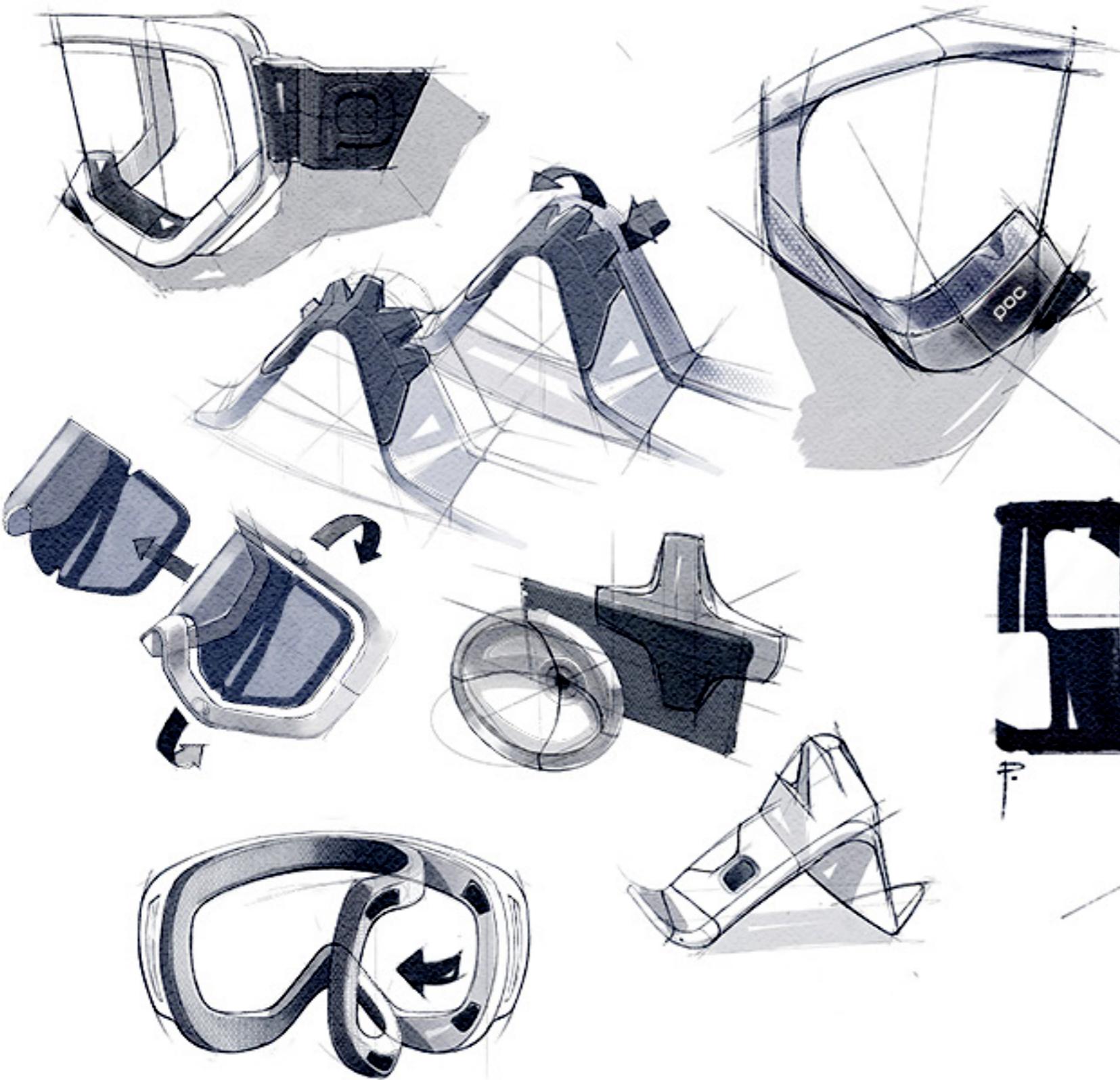
BIG VISOR FOR  
UNOBSTRUCTED  
VIEW

BIG  
GRAPHICS





Sketching Examples



## FUNCTIONS

### 1 Lens Mounted On Top of Frame

MAXIMIZES THE VIEW, KEEPS THE LENS FREE FROM SNOW AND FACILITATES LENS REPLACEMENT

### 3 Moulded Strap

KEEPS THE STRAP AND LOGO FROM FRAYING DUE TO WEAR FROM DIFFERENT SHARP OBJECTS IT ALSO MAKES THE STRAP STIFF, MAKING THE GOGGLE EASIER TO PUT ON

### 5 Rubbery Anti Slip Material

ON THE INSIDE OF STRAP, KEEPS THE GOGGLE FROM SLIPPING

### 7 Wide Outer Nose Arch

IN COMBINATION WITH THE INNER SPLIT NOSE ARCH, MAKES THIS GOGGLE SUITABLE FOR MANY DIFFERENT FACE TYPES.

### 2 Big Round Lens Holders

AND A SOFT FLEXIBLE FRAME MAKES IT REAL EASY TO REPLACE LENS.

### 4 Goggle Strap Holder

LOCATED INSIDE OF THE GOGGLE FRAME - ENABLES A LESS VISION LIMITING DESIGN AND BETTER AIR FLOW

### 6 Split Nose Arch

SHAPES THE FRAME AFTER THE NOSE - THE PART OF THE FACE IN THIS CONTEXT THAT VARIES THE MOST FROM PERSON TO PERSON

### 8 Built With Two Clean Main Shapes

AND NOT A LOT OF EXTRA MATERIAL USED, A LOT OF SPACE IS USED FOR VENTILATING AIR TO PREVENT FOGGING

1

2

3

4

## FUNCTIONS

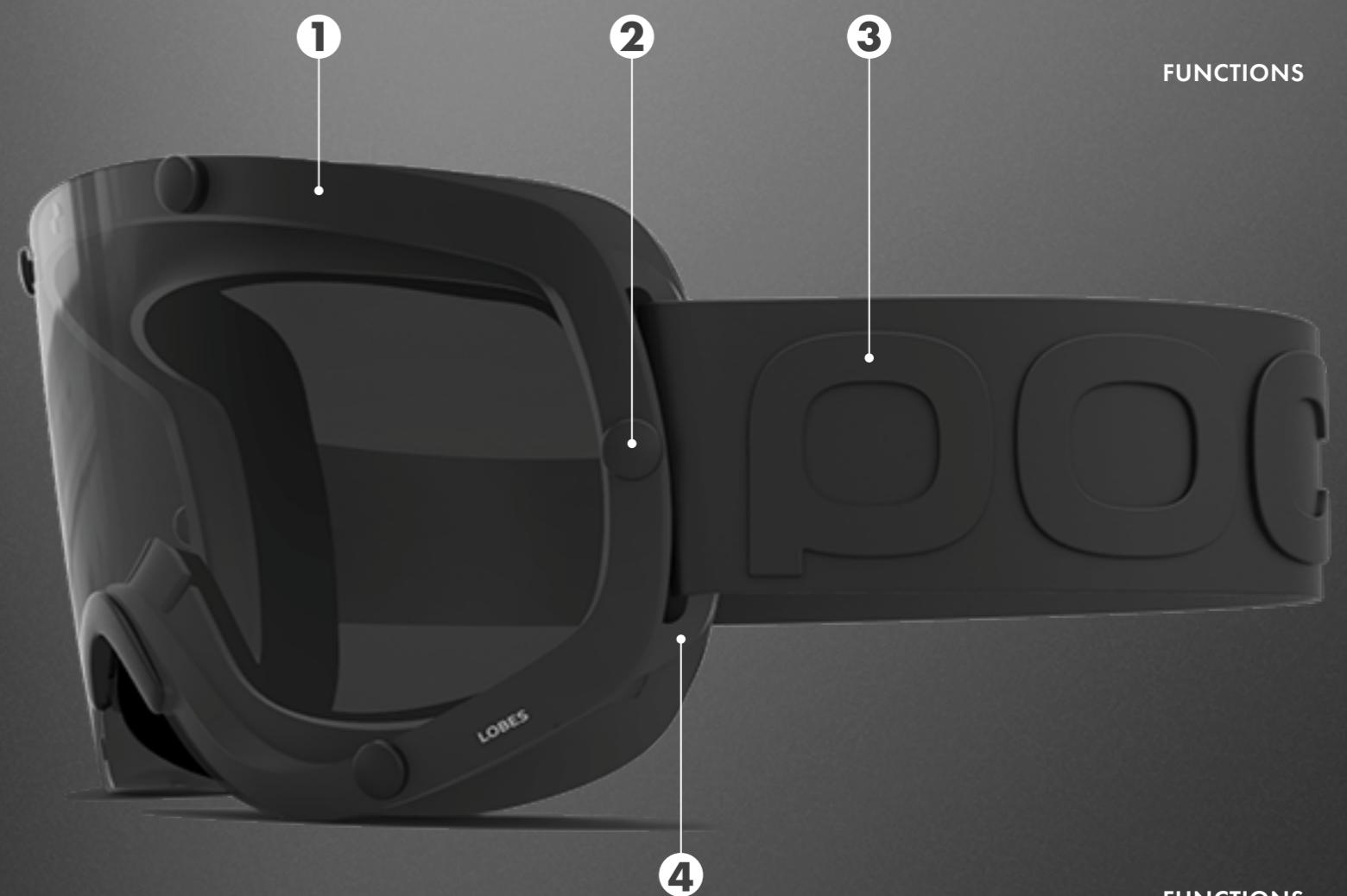
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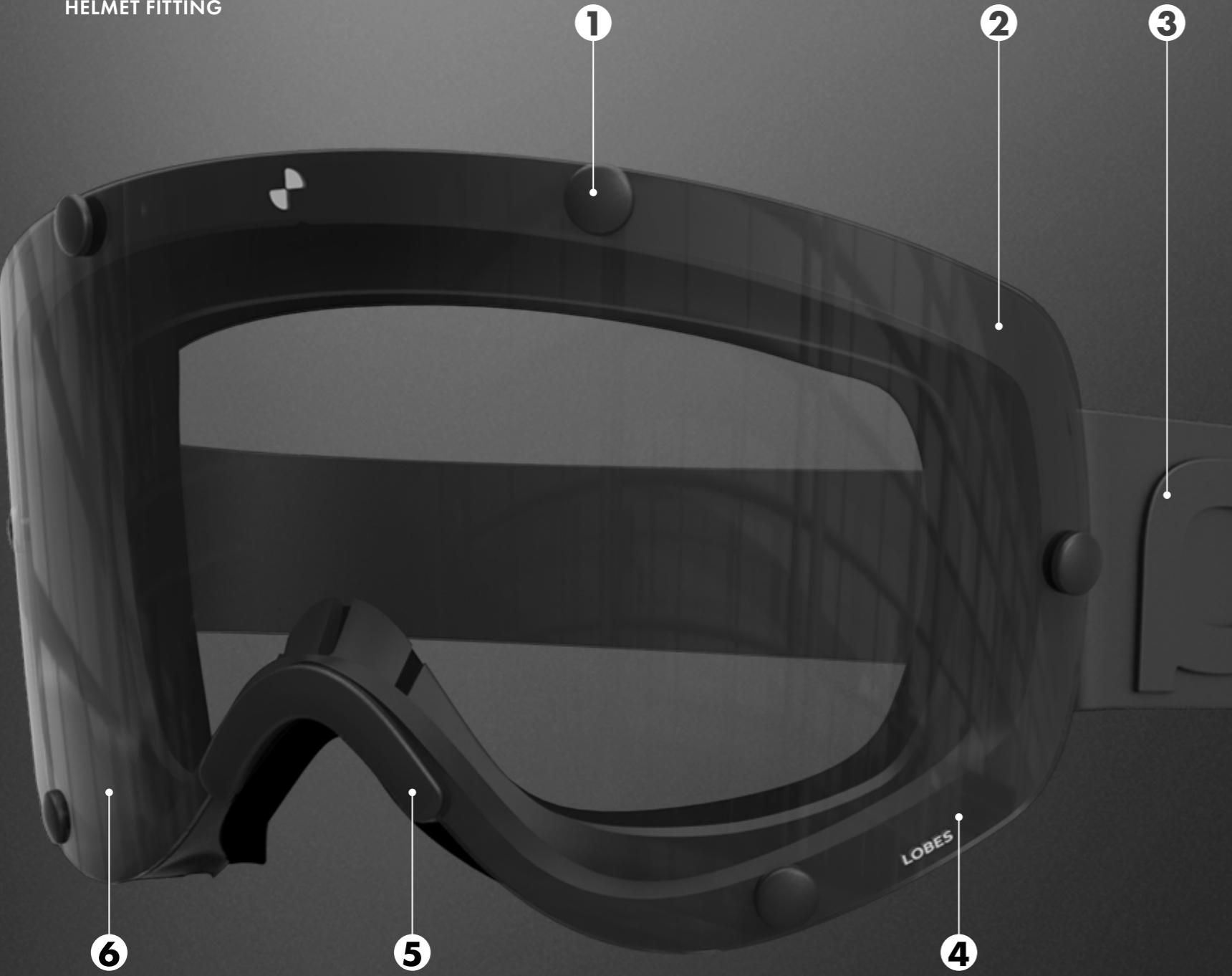
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8

8



SEMANTIC  
FUNCTIONS &  
HELMET FITTING



**1 Lens Holders**

ARE DESIGNED TO LOOK AS BIG  
BUTTONS, SAYING - CHANGE LENSE  
HERE!

**2 The Frame**

IS BASED ON THE POC SUPER ELLIPSE,  
GIVING IT A STRONG SENSE OF POC  
IDENTITY

**4 The Product Logos**

IS POSITIONED UNDER THE LENS FOR  
PROTECTION FROM WEAR AND TEAR

**5 Lens Mount**

IS DESIGNED TO RESEMBLE THE  
INDUSTRIAL /TECHNICAL ASPECTS OF  
THE PILOT HELMET

**3 The Side Logo**

IS SUBTLE TO GIVE WAY FOR THE  
HELMETS BOLD GRAPHIC LOGOS

**6 Solid Appearance**

BRINGS FOCUS AND CONTRAST TO  
THE EYE AREA IN RELATION THE  
HELMET

**1 Helmet Fitting**

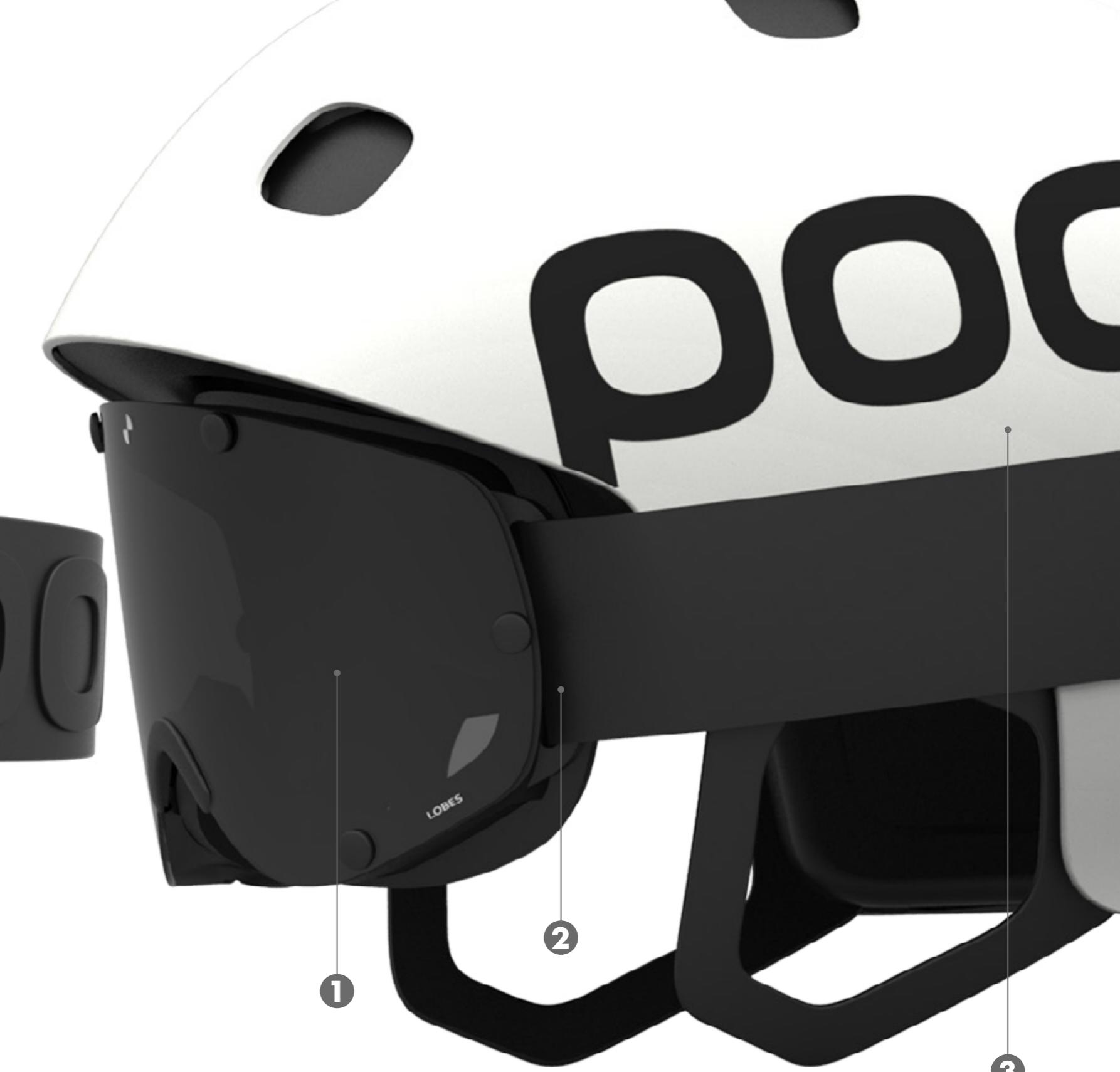
THE GOGGLE HAS BEEN DESIGNED TO  
FIT THE WHOLE RANGE OF POCS SKI  
HELMETS, BUT AN AVERAGE OF OTHER  
BRANDS HELMET DIMENSIONS WERE  
USED IN THE EQUATION AS WELL.

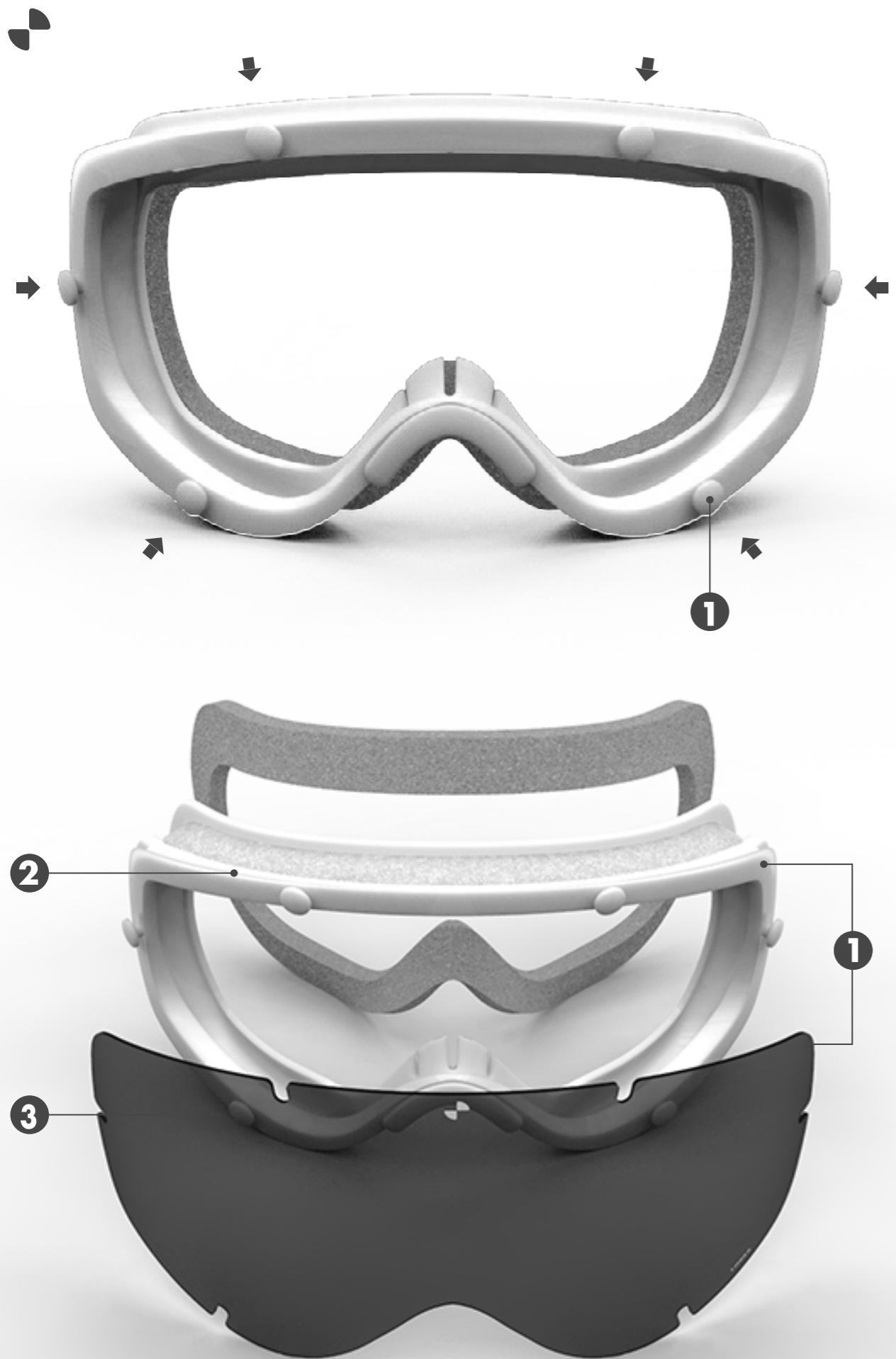
**2 Goggle Strap Holder**

LOCATED INSIDE OF THE GOGGLE  
FRAME PROVIDES A BETTER FIT  
MEANING LESS AIR DRAUGHT AND  
FOGGING

**3 Contrasting**

THE GOOGLE IS DESIGNED TO  
COMPLEMENT THE HELMETS BY  
CONTRASTING IN COLORS, GRAPHICS  
(SIZES) AND DETAIL JUXTAPOSITIONS  
(SEE INSPIRATION BOARD)





### 1 Lens Change

TO CHANGE LENS - SIMPLY PUSH ON THE FRAME ABOVE THE LENS LOCK BUTTONS TO RELEASE IT

### 2 The Frame

THE FRAME IS MADE OF INJECTION MOLDED PU ENABLING A CONSTRUCTION THAT LETS A LOT OF AIR THROUGH

### 3 The Lens

POLYCARBONATE LENS WITH CLEAN EDGES AND EASY TO FIT SLOTS FOR LENS HOLDERS

### 4 Main Air Intakes

BIG INTAKES FOR GOOD AIR CIRCULATION

### 5 Main Air Outlet

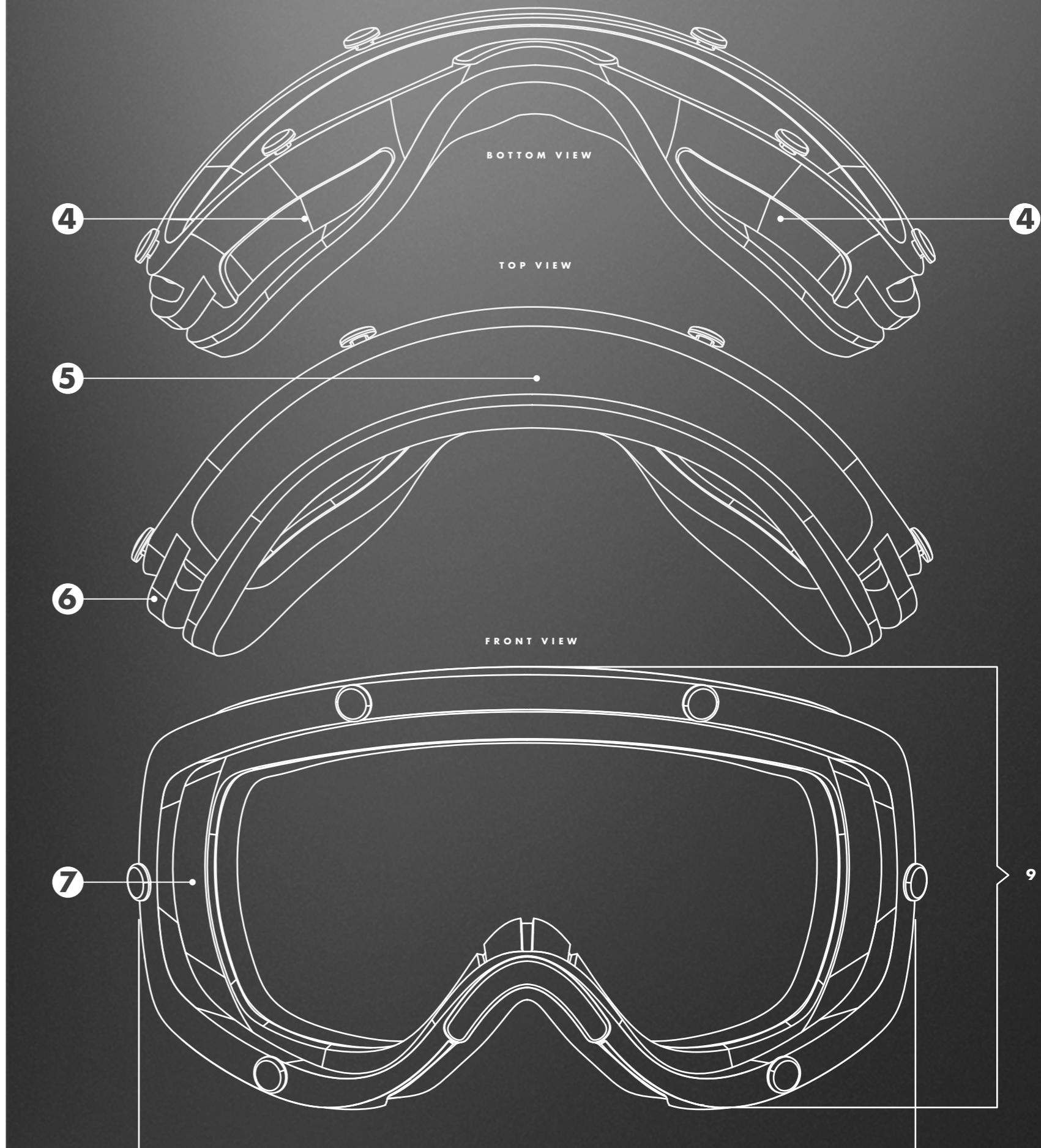
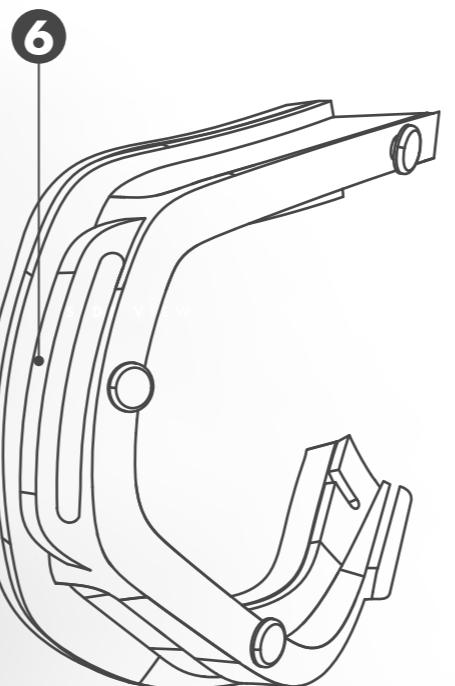
BIG OUTLET LETTING OUT A LOT OF AIR

### 6 Goggle Strap Attachment

IS OFFSET INWARDS TO PROVIDE BETTER AIR FLOW

### 7 Side Outlets

PROVIDES EVEN BETTER CIRCULATION OF AIR





REVISED  
PRODUCTION  
UNIT



AKG

OVER-EAR  
CLOSED BACK  
HEADPHONES

THESE HEADPHONES IS A PROJECT MADE FOR THE VIENNA BASED AUDIO PRODUCTS COMPANY AKG.

THE MISSION WAS TO CREATE A DESIGN FOR A MID-RANGE PRICED MODEL, WITH THE FEEL OF THEIR RETRO STYLED HIGH-END RANGE.

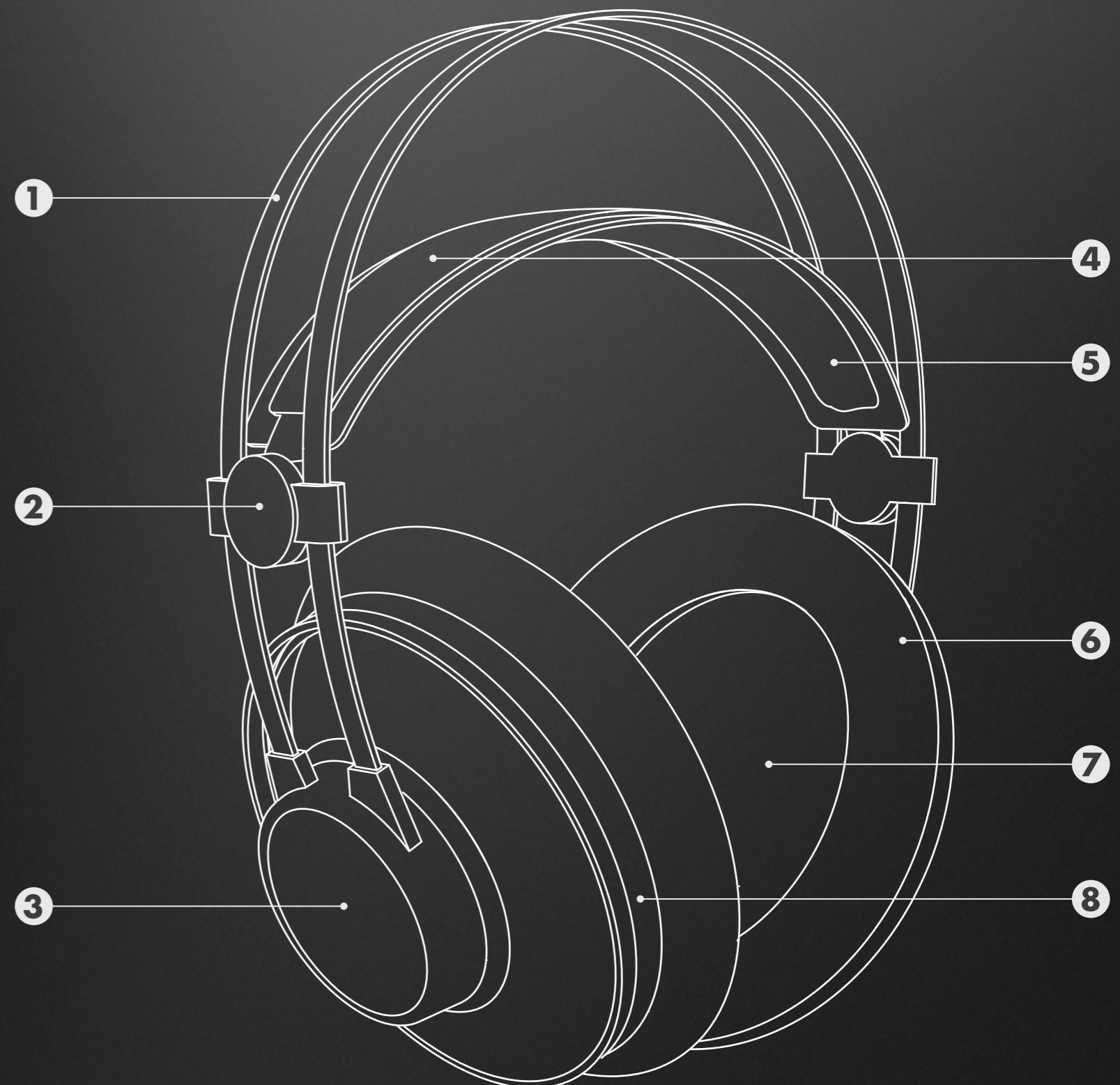
THE MAIN FOCUS WAS ON COMFORT, MEANING TO KEEP IT LIGHT-WEIGHT, EASY TO HANDLE AND WITH MATERIALS THAT ARE COMFORTABLE.

THE RESULT IS THE K92 HEADPHONES WITH AN EASILY ADJUSTABLE HEAD BAND, WEIGHING ONLY 200g AND WITH A MODERN RETRO STYLE

**AKG**

- 1 Headband rails**  
MAIN STRUCTURE DESIGNED AS RAILS TO SAVE WEIGHT AND FOR USE IN LARGER SIZE ADJUSTMENTS WITH THE HEAD BAND SLIDER
- 2 Adjustable head band slider**  
THIS SLIDER IS USED FOR A ROUGH FITTING
- 3 Headphone Pivot Module**  
LETS THE HEADPHONES PIVOT TO FIT YOUR HEAD
- 4 Head Band**  
PADDED SELF ADJUSTING HEADBAND IN LEATHERETTE USED FOR FINE FITTING
- 5 Head Band Bottom**  
IN A COOL LOW FRICTION MATERIAL OR EASY ADJUSTMENT AND COMFORT
- 6 Ear Pads**  
REPLACEABLE EARPADS IN LEATHERETTE FOR COMFORT AND TO AVOID PERSPIRATION
- 7 Big Left & Right Graphics**  
ON SPEAKER MESH TO AVOID THE NEED FOR TURNING THE HEADPHONES TO CHECK WHAT'S LEFT AND RIGHT.
- 8 Pivot / Ear Pad Connector**  
WORKS AS A DISTANCE SPACER AND SECURES REPLACEABLE EAR PAD

**AKG**



AKG







## SPHERICAL SHADES FORM EXERCISE

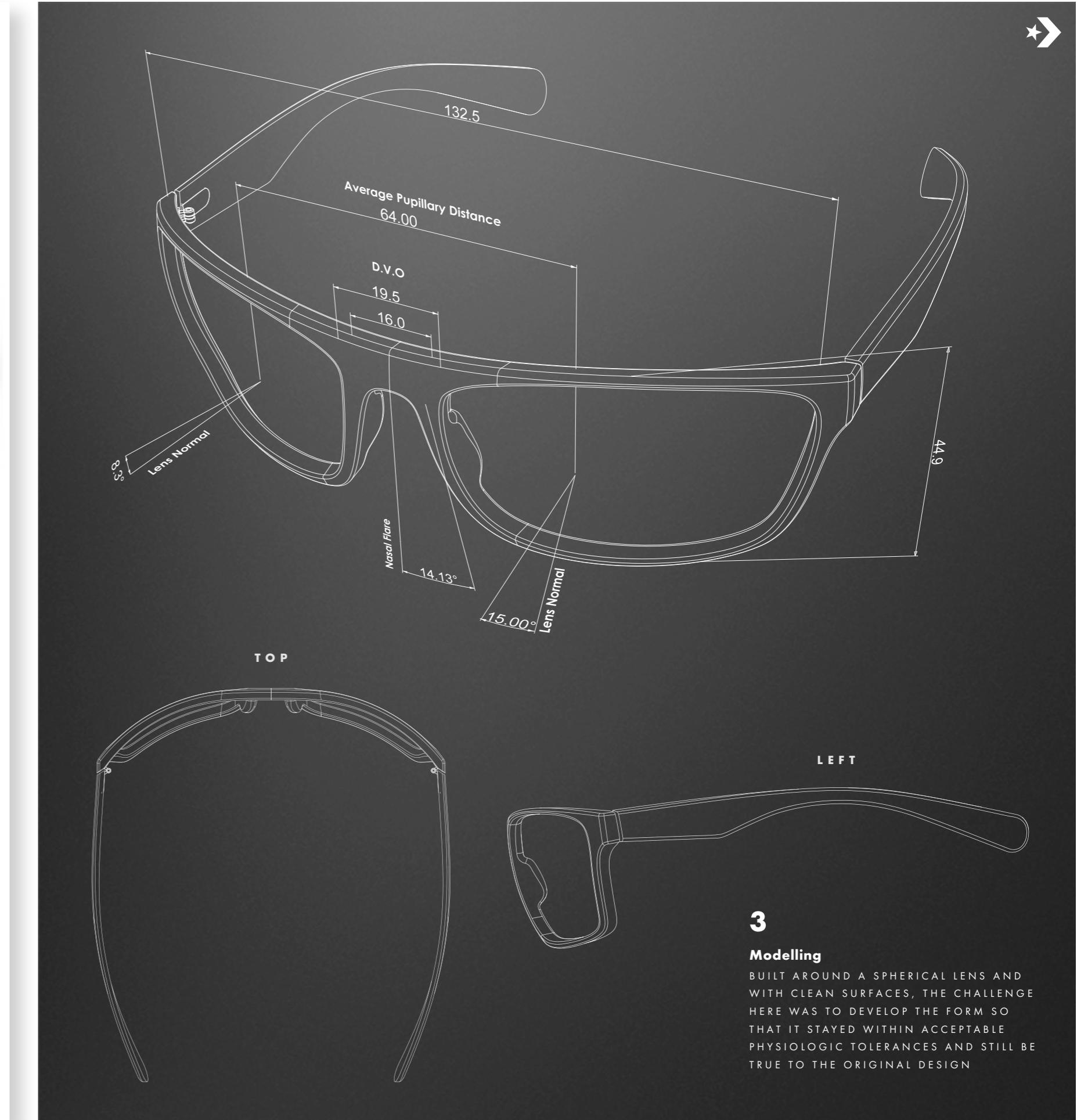
DONE BEFORE CONVERSE ACTUALLY STARTED MAKING EYEWEAR, THESE SHADES ARE DESIGNED AND MODELLED WITH INDUSTRY STANDARD METHODS FOR OPTICS AND WITH ACCURATE PHYSIOLOGIC MEASURES

**WHATEVER ATTITUDE**

**LOOSE**

**LAZY CURVES**

**SIMPLISTIC SHAPES**









## PRODUCT DESIGN @ BAGHEERA SPORTS

A BROAD POSITION IN A VERY SMALL TEAM WITH RESPONSIBILITIES RANGING FROM MAKING COLLECTION PLANS TO THE DESIGN OF THE PRODUCTS TO FINALIZATION AT OUR PRODUCERS IN XIAMEN, CHINA.

A LOT OF WORK WAS ALSO PUT INTO DEVELOPING THE BRAND IDENTITY, AS WELL AS REFINING THE DESIGN WORK FLOW

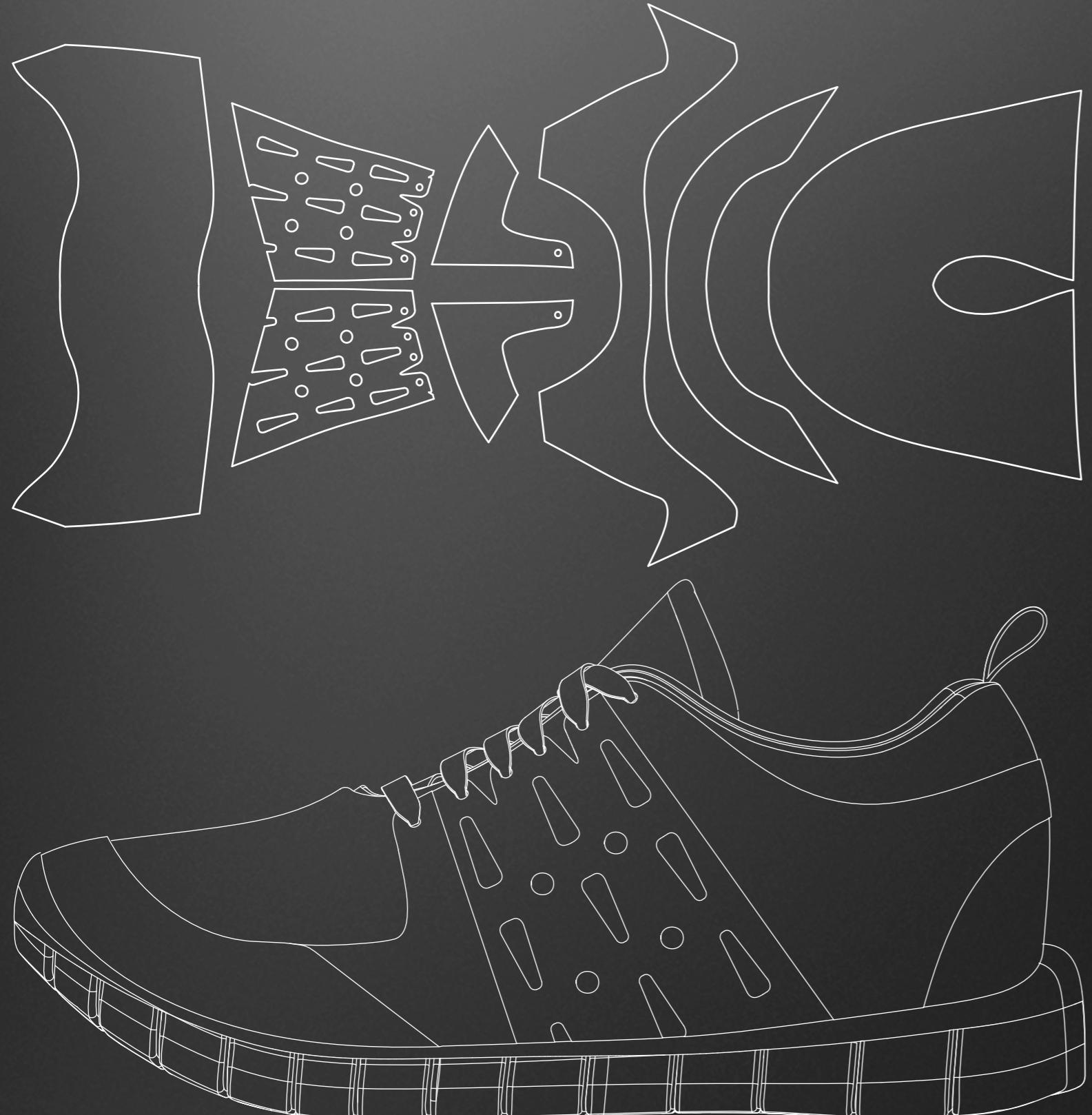
PRODUCTS INCLUDED SPORTS PRODUCTS SUCH AS HIKING, RUNNING AND STREET SHOES, AS WELL AS BACK PACKS, AND SOME CLOTHING.

## CONCEPT SKETCHING





PATTERN DESIGNS



3D PATTERN  
EVALUATIONS

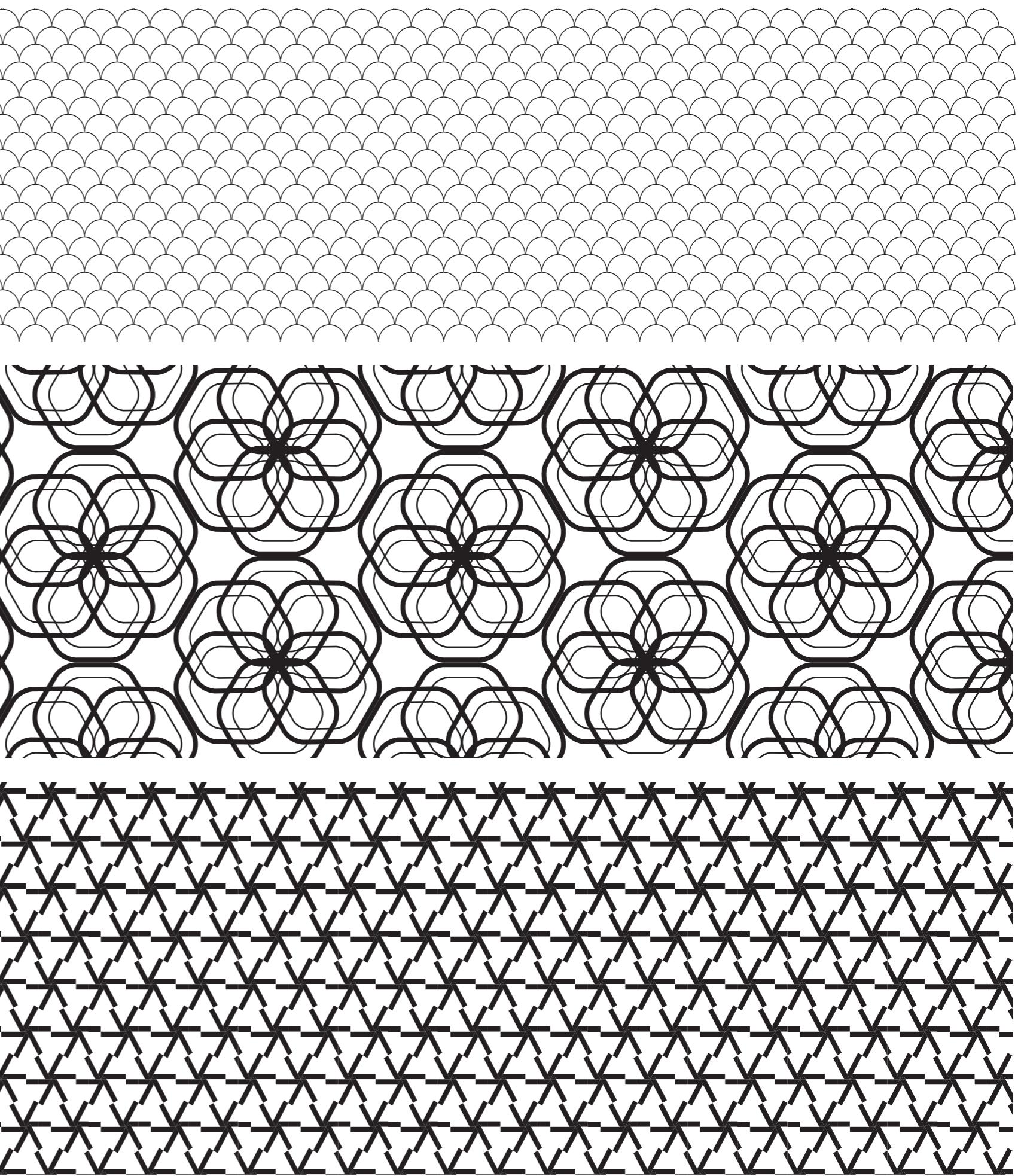
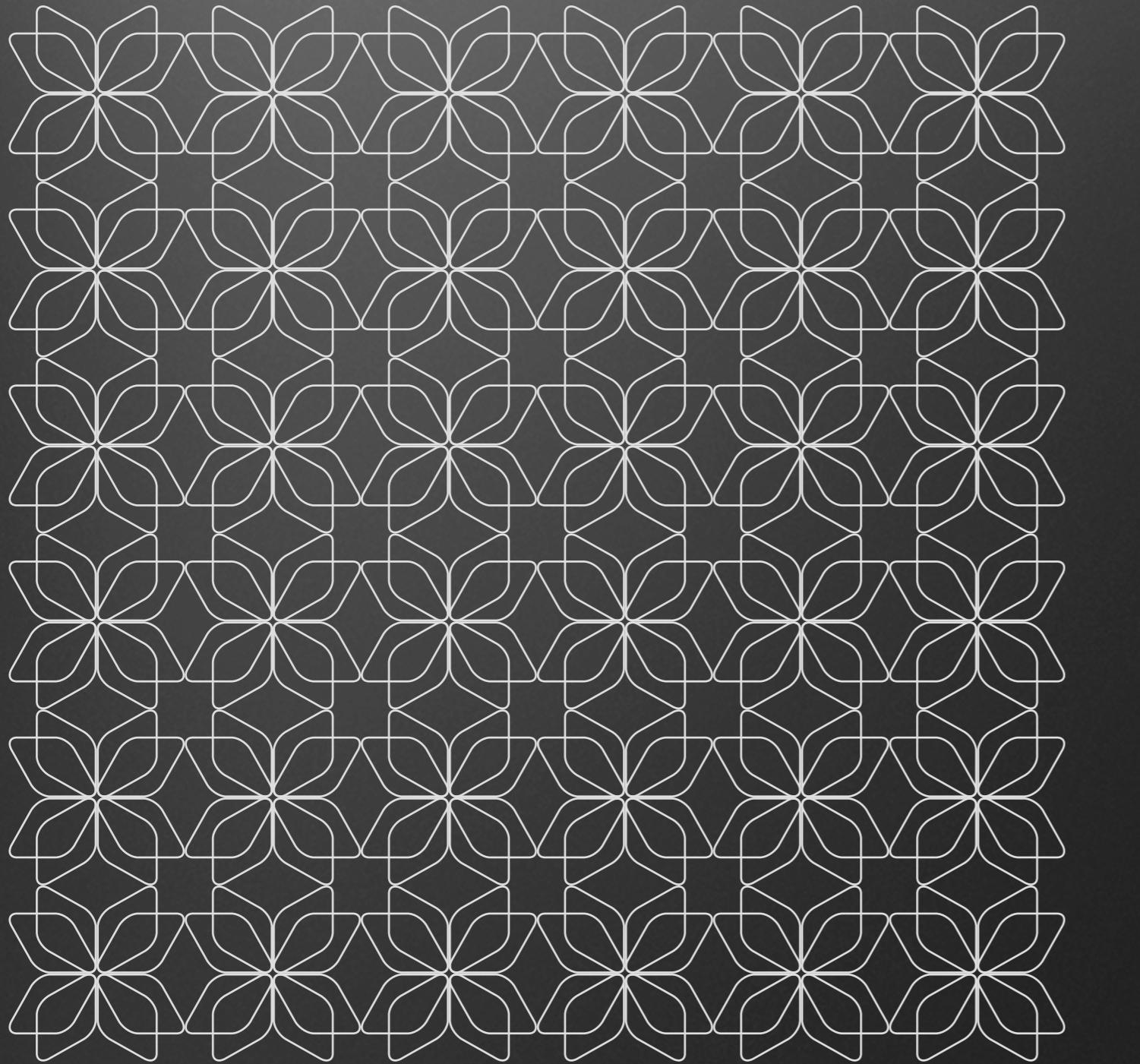


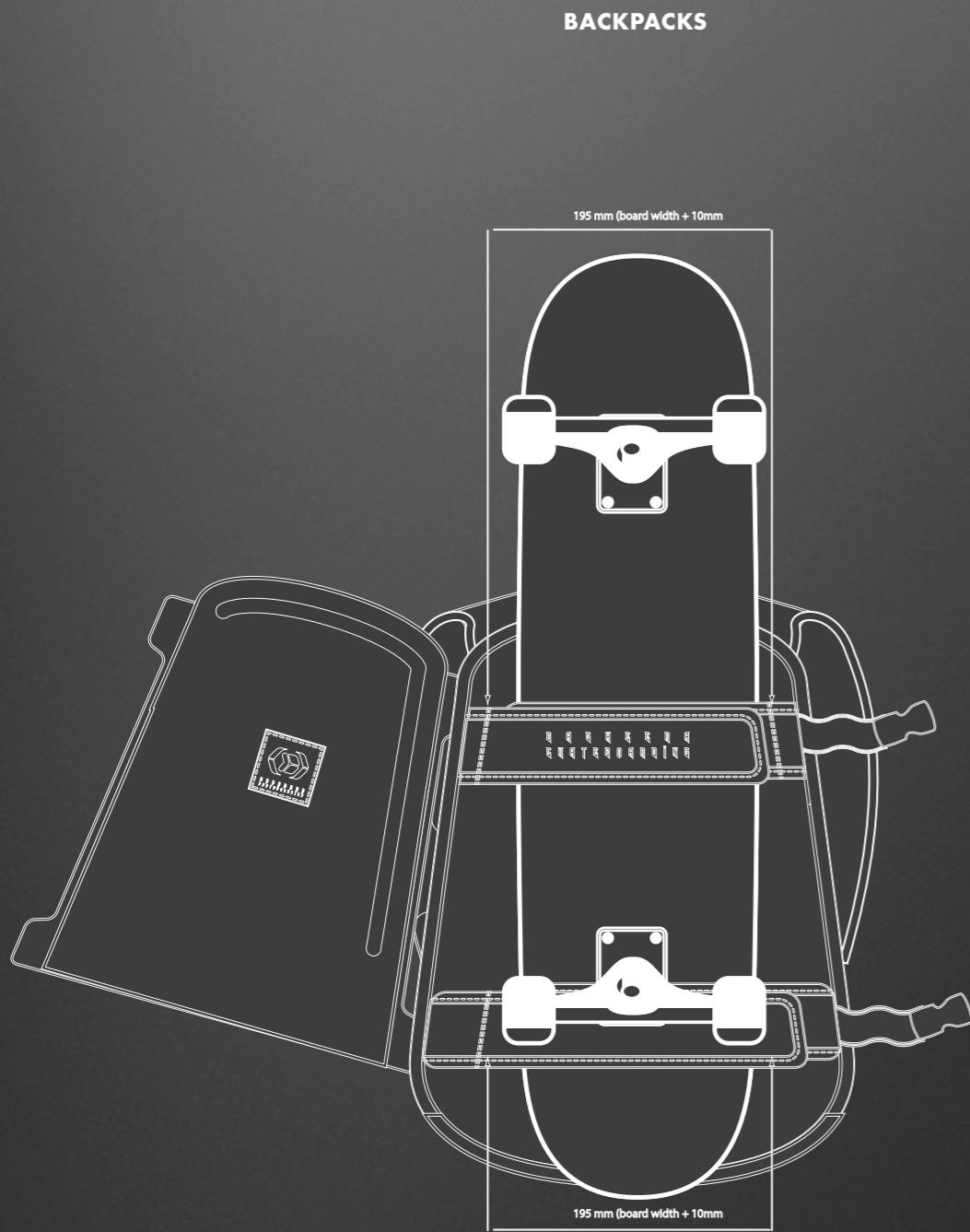


COLOR / MATERIAL / FINISH VISUALISATIONS



GRAPHIC  
PATTERN  
DESIGNS







Spotify  
Colors

## Music is identity.

It's a way to communicate who we are.

Research shows that despite all modern sources of music, the way we most often share music, is still by word of mouth.

But when asked if one really listen to that recommended song, the answer is generally "no".

The complex interfaces are for many users too complicated, preventing them from effortlessly share their music with each other. Something human is perceived to have been lost in the digitalization of music.

This project aims to improve the experience of sharing digital music, by a closer user to user connection and a way to express an identity.

## The Target User

CONNECTION TO ARTIST.  
PROUDNESS.  
EARLY ADOPTER.  
DIGS FOR MUSIC.  
TRENDSETTER.  
NEED TO EXPRESS IDENTITY.

In colab with  
Spotify®

A 10 WEEK  
LONG PROJECT  
AT THE UMEÅ<sup>1</sup>  
INSTITUTE OF  
DESIGN



How we discover and share music.

### USER INTERVIEWS

Pontus  
"I prefer someone to personally recommend songs rather than an algorithm"

Lisa  
"I follow my favourite bands' playlists"

Hannah  
"I stumble upon new music. It's totally random"

Erik  
"I do use Spotify to find music"

Daniel  
"Spotify playlists mostly. But mine are so messy I don't get many followers"

Arash  
"A friend said: You can listen to it on Youtube."  
"No! Just show me!"

Gustaf  
"Through friends tips"

Folke  
"What's Spotify?"

### TOP SOURCES FOR MUSIC DISCOVERY - (NIELSEN)

49%

Am/fm  
"over the air" radio.

27%

Online music services.

40%

Friends & relatives.

25%

Social media.

### SOCIAL INTERACTION

37%

Favours traditional radio much because of the djs.

54%

Are more likely to buy music if a friend recommended it.

32%

Share playlists with others.

55%

Use social media to follow or stay informed about musicians they like.

### PLAYLIST TRENDING

58%

Create their own playlists.

48%

Prefer curating their own playlists to listening to playlists created by others.

35%

Use public playlists based on genres or moods.

44%

Love creating their own playlists when using streaming services.

# Research.

According to research, the users today miss a human to human connection in the sharing of music. Music is expected to be a social experience.

We still share, but the process of sharing is perceived as tedious for many users, due to flows and user interfaces.

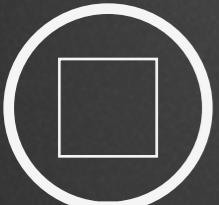
At the same time, playlists are going big. People care, and nurse their playlists - they're proud.

The user is more and more becoming an artist - as the importance of playlists grows.

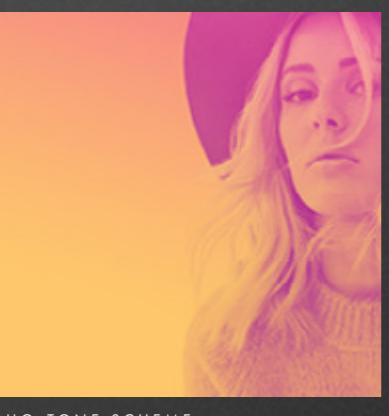
## Focus

- sharing
- social interaction
- ease of access
- User development possibilities

## The Brand.



## The Colors.



DUO-TONE SCHEME.



## The Interview.

“

- I AM ANNA AND I'M 23 YEARS OLD, LIVE IN STOCKHOLM AND I STUDY TO BECOME A NURSE. I GUESS YOU COULD SAY I'M AN ART & MUSIC GEEK AND I LOVE TO DRAW.

I'D SAY I LISTEN TO MUSIC EVERYDAY, AT HOME, ON THE BUS, WHEN I GO RUNNING, AND IN SCHOOL. EVERYWHERE REALLY.

- I LOVE SPOTIFY, AND I USE IT ALL THE TIME. BUT TO BE HONEST I DON'T LOOK FOR NEW MUSIC MUCH. SOMETIMES I LISTEN TO THOSE "AUTO-RECOMMENDED" SONGS, AND ALL THAT, BUT IT CAN BE REAL ANNOYING.

I GO TO A LOT OF CONCERTS FOR NEW MUSIC THOUGH, BUT WHEN MUSIC IS RECOMMENDED TO ME, I NORMALLY FORGET ABOUT IT, AS IN THOSE MOMENTS THE SITUATION SEEMS TO SELDOM BE ONE TO OPEN UP YOU PHONE

## The Interests.



▲ OUR USER ENJOYS CONCERTS AND OTHER CULTURAL AND ARTY EVENTS.



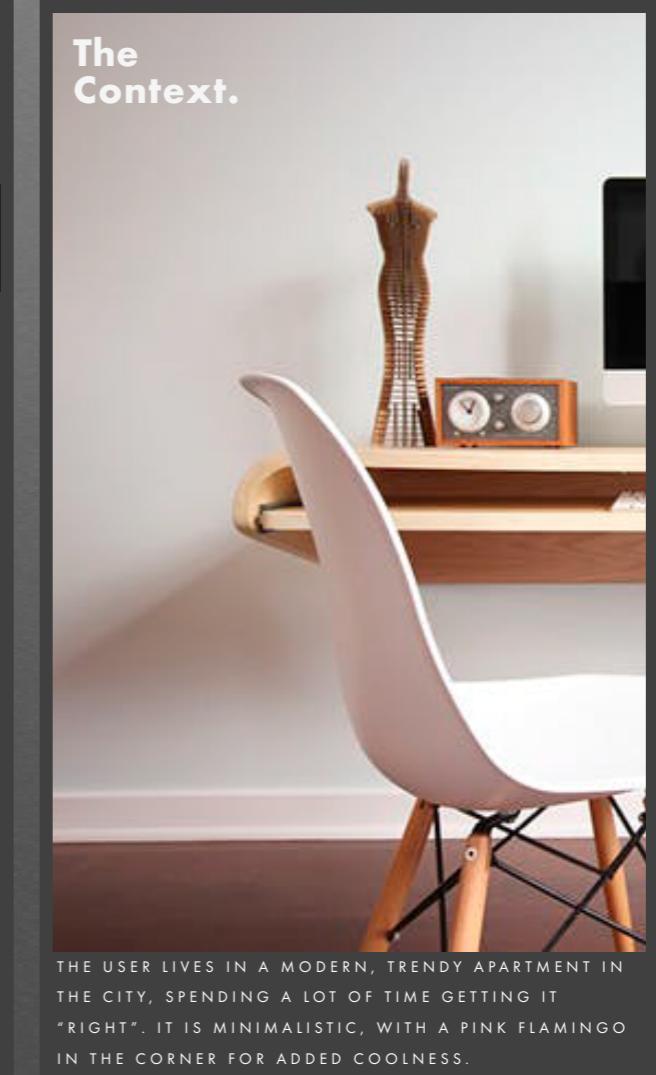
”



## The User.

"when music is recommended to me, I normally forget about it"

THE USER IS AN EARLY ADOPTER AND PART OF SETTING TRENDS. HE/SHE IS VERY ACTIVE IN SOCIAL MEDIA AND HAS A VERY STRONG NEED TO EXPRESS AN IDENTITY



## The Context.

THE USER LIVES IN A MODERN, TRENDY APARTMENT IN THE CITY, SPENDING A LOT OF TIME GETTING IT "RIGHT". IT IS MINIMALISTIC, WITH A PINK FLAMINGO IN THE CORNER FOR ADDED COOLNESS.

# The User & The Issues

1

## Need to express identity.

THERE'S A NEED TO SHOW WHO YOU ARE THROUGH THE MUSIC YOU LISTEN TO. IN THE DIGITAL WORLD, THERE'S NOT REALLY AN EQUIVALENT TO SEWING A BAND PATCH TO YOUR JACKET

2

## Need for easier interaction

PHONES ARE SMALL, HAVE TOUCH SCREENS, COMPLEX USER INTERFACES AND ARE IN YOUR POCKET MOST OF THE TIME - THEY ARE NOT EASY TO HANDLE WHEN IT COMES QUICKLY SHARING YOUR MUSIC.

3

## Easier interaction - again

IF NUMBER 2 IS A PROBLEM, THE GRAPHICAL USER INTERFACES MAKES IT AN EVEN BIGGER PROBLEM. THERE'S QUITE A BIT OF FIDDLE AROUND UNTIL YOU'VE MANAGED TO SHARE YOUR SONG OR PLAYLIST.

4

## Lack of human interaction

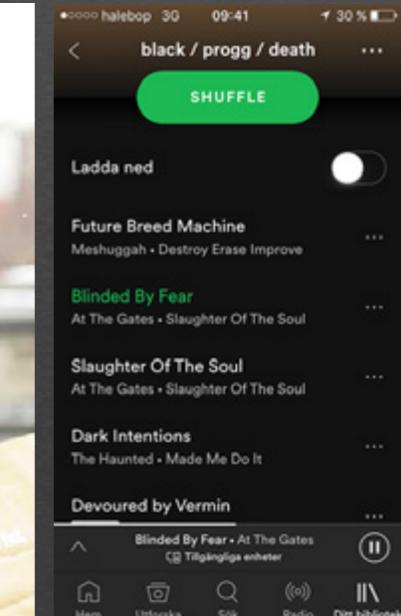
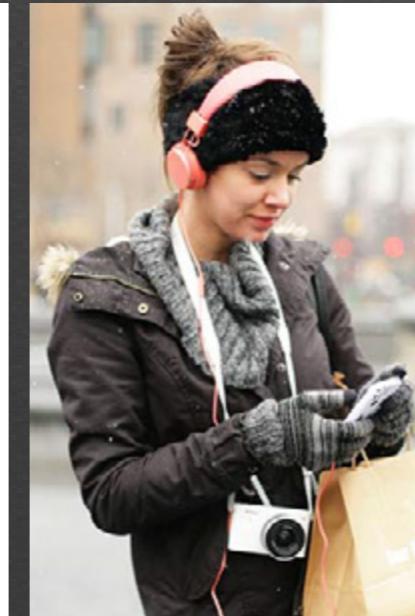
WE ARE SOCIAL BEINGS AND WHEN SHARING MEANS COMMUNICATING THROUGH DIGITAL MEDIA IT IS PERCEIVED THAT SOMETHING HUMAN IS LOST IN THE PROCESS.

## The Issues.

1



2

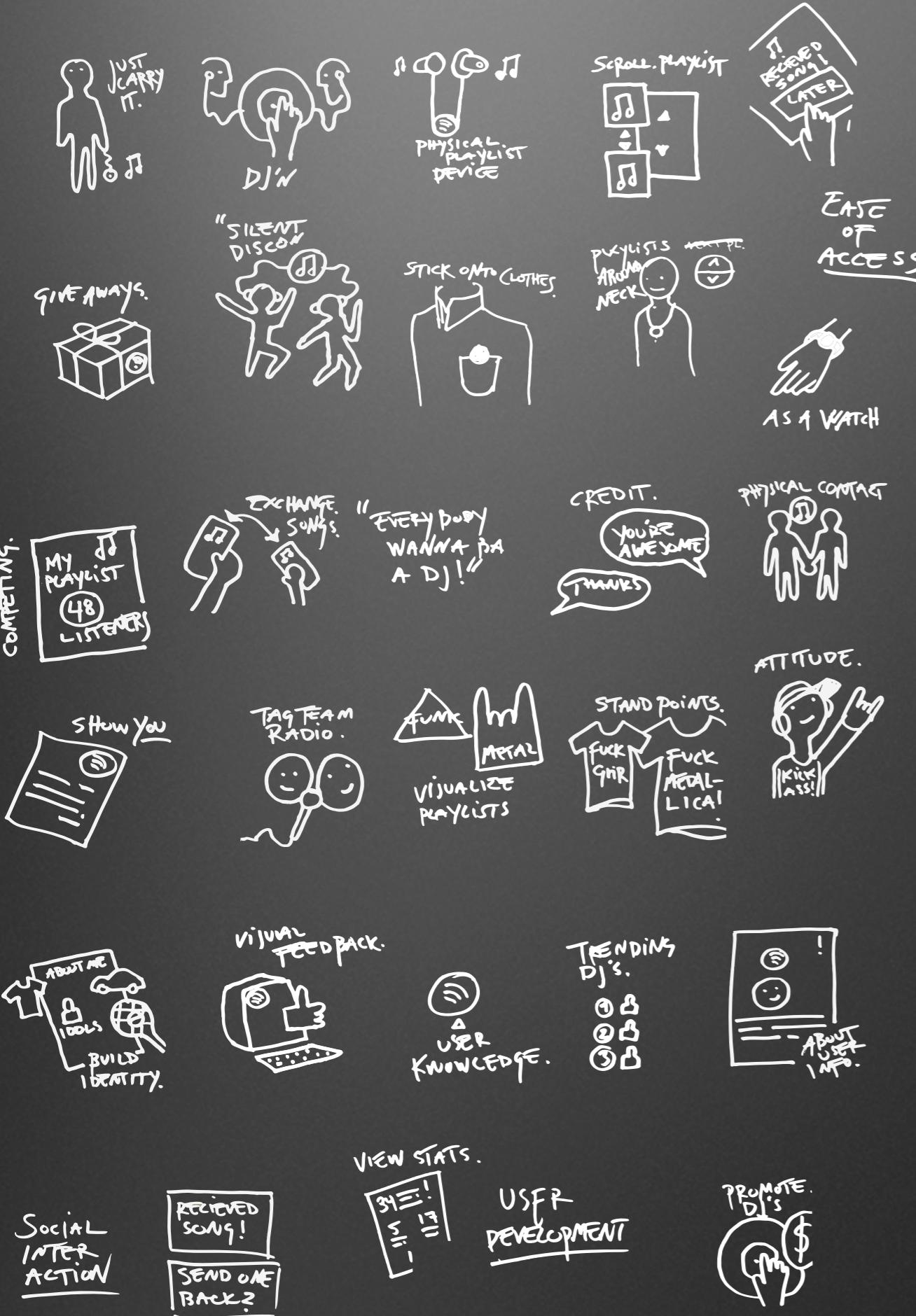


3

4



# SHARING



## IDEATION

## KEEPING THINGS CLEAR & IN ORDER

### 1

#### Group Creative Techniques

THIS BRAINSTORM SESSION WAS DONE IN A GROUP OF MIXED PEOPLE RANGING FROM SPOTIFY STAFF AND SOUND TECHNICIANS TO 7 YEAR OLD KIDS AND A HAIRDRESSER. THE POINT IS THE GET DIFFERENT MINDS TOGETHER - COMING UP WITH IDEAS FROM THEIR POINT OF VIEW - RESULTING IN QUITE DIFFERENT SOLUTIONS.

WHEN THEN CROSS-BREEDING THESE IDEAS TOGETHER, ONE CAN END UP WITH SOME VERY INTERESTING RESULTS.

TAKING IT EVEN A STEP FURTHER, I THEN TYPICALLY USE THESE CROSS-BRED IDEAS AND APPLY OTHER CREATIVE TECHNIQUES - SUCH AS "SCAMPER" TO THEM FOR YET ANOTHER LEVEL OF LATERAL THINKING. THIS IS OFTEN THE CASE WHEN SKETCHING - AS SEEN TO THE RIGHT

### 2

#### Ideas & Communication

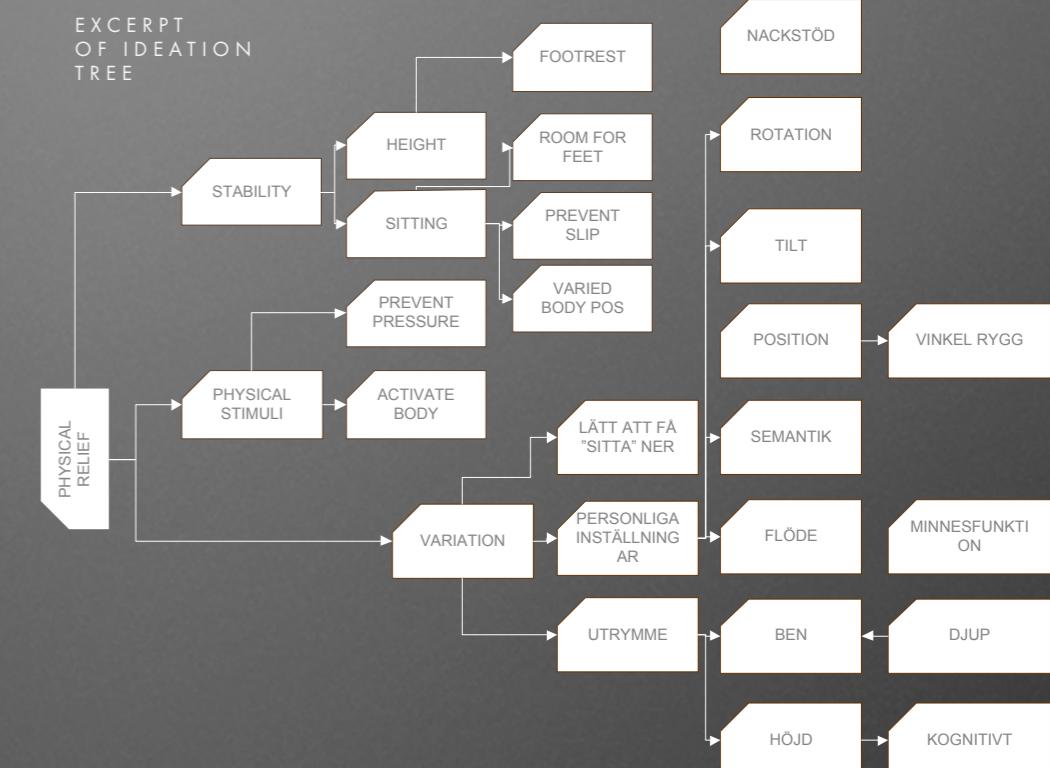
WE'RE BORN WITH LOGIC AS OUR FIRST LANGUAGE AND AFTER A CRAZY BRAINSTORM SESSION, IT'S NECESSARY TO BREAK IT ALL DOWN AND ORGANIZE THINGS. I ALWAYS PUT MY IDEAS IN AN IDEATION TREE, SIMILAR TO A FLOW CHART, WHICH CAN SHOW A WHOLE IDEATION DEVELOPMENT IN ONE SINGLE PAGE - MAKING IT GREAT FOR COMMUNICATING IDEAS AS WELL AS FURTHER DEVELOPING THE IDEAS AS YOU GET A NICE OVERVIEW OVER THE PROJECT

### 3

#### Sketching

FURTHER DEVELOPING IDEAS BY SKETCHING CONCEPTS IS THE NEXT STEP. ATTACHING THE SKETCHES TO THE IDEATION TREE MAKES IT VERY EASY TO NAVIGATE THE DEVELOPING IDEAS

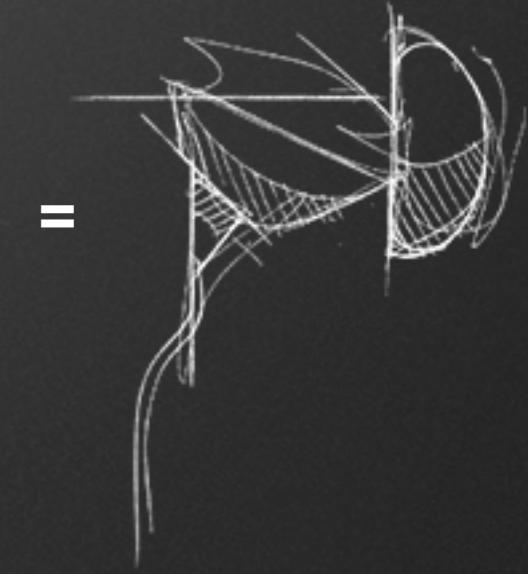
### EXCERPT OF IDEATION TREE



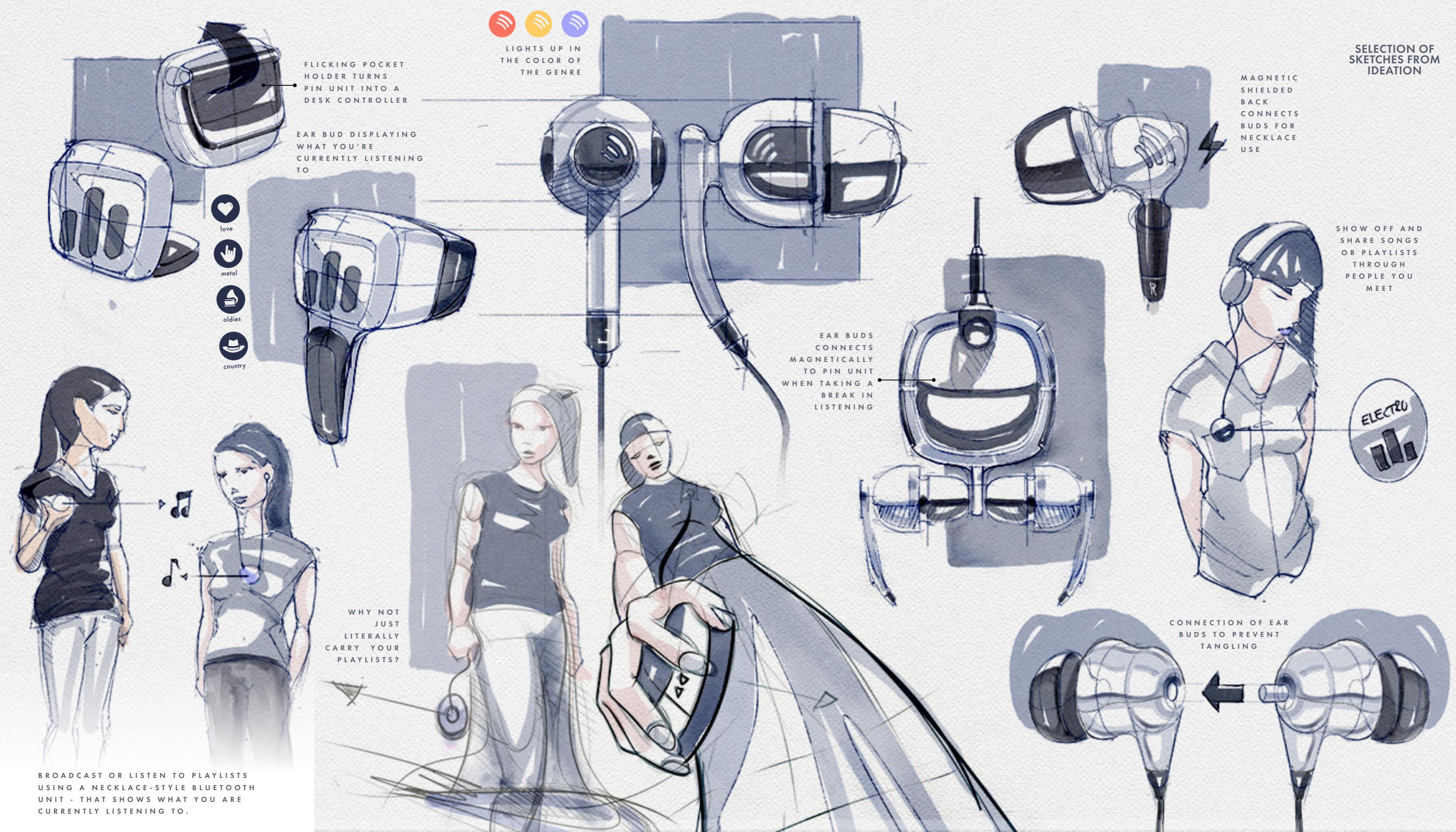
IDEA

+

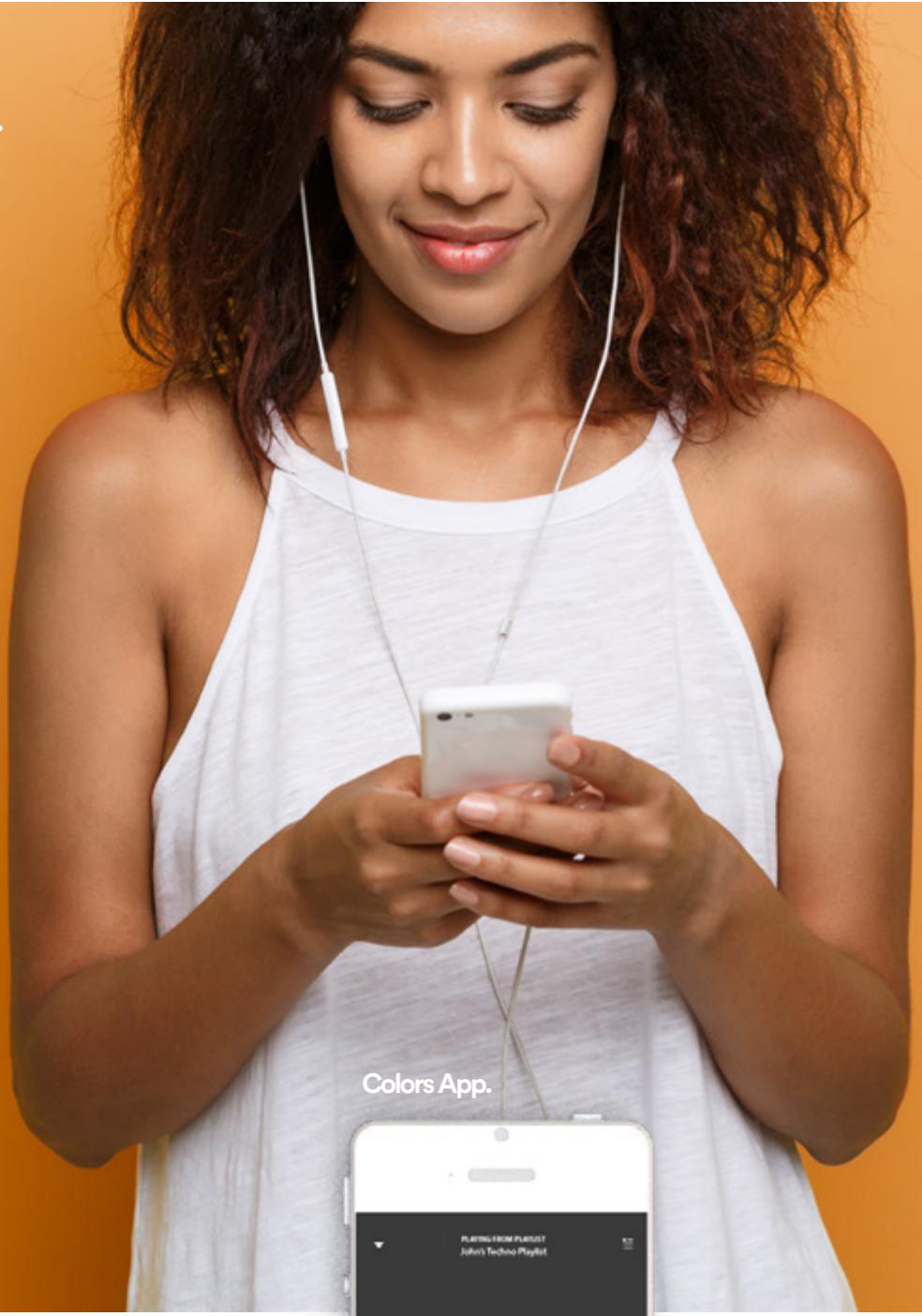
CREATIVE  
TECHNIQUE



## SELECTION OF SKETCHES FROM IDEATION



App Use.



## Share music with people you meet.

Spotify Colors is a way to find, share, communicate and organise music with colors.

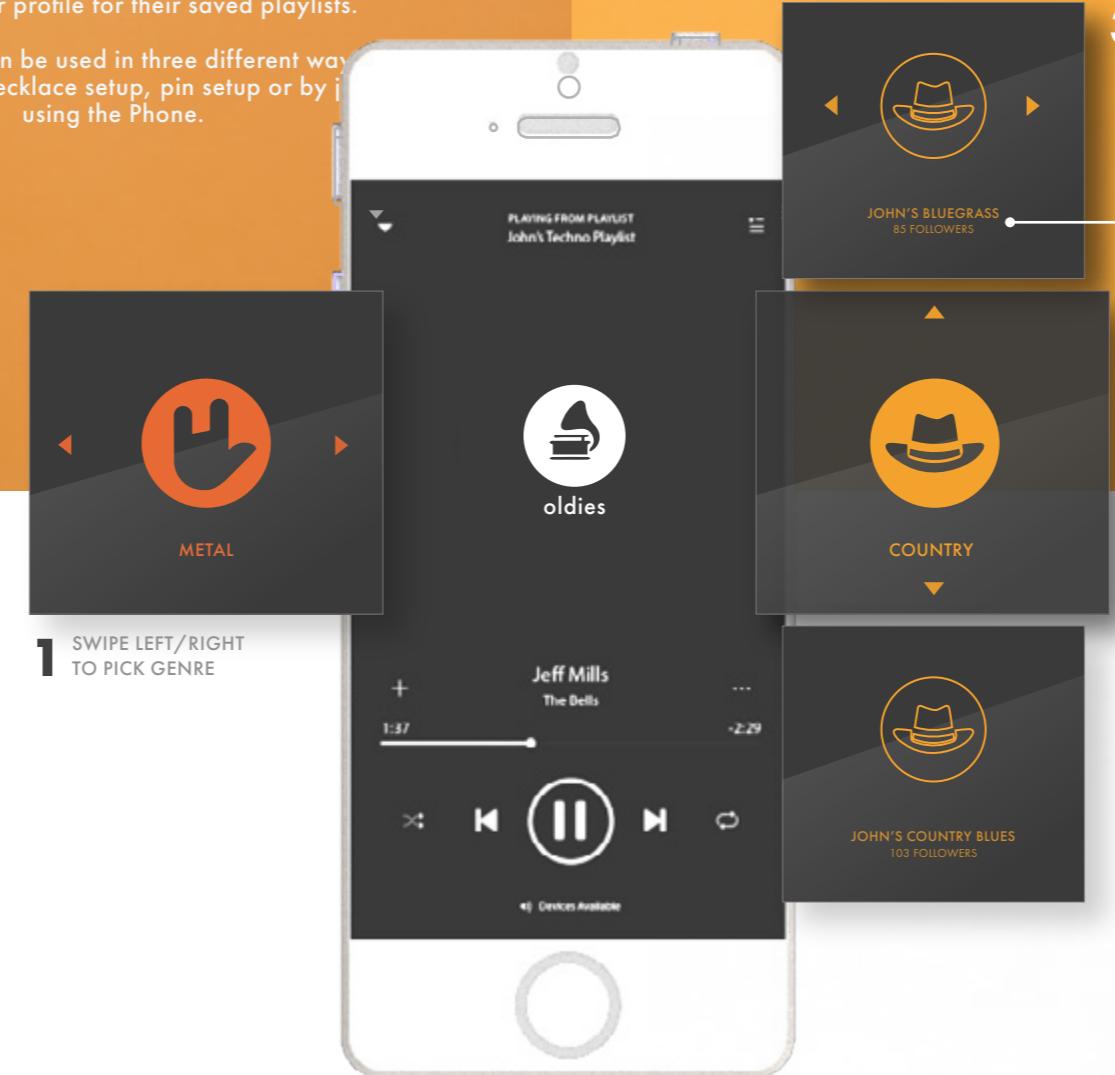
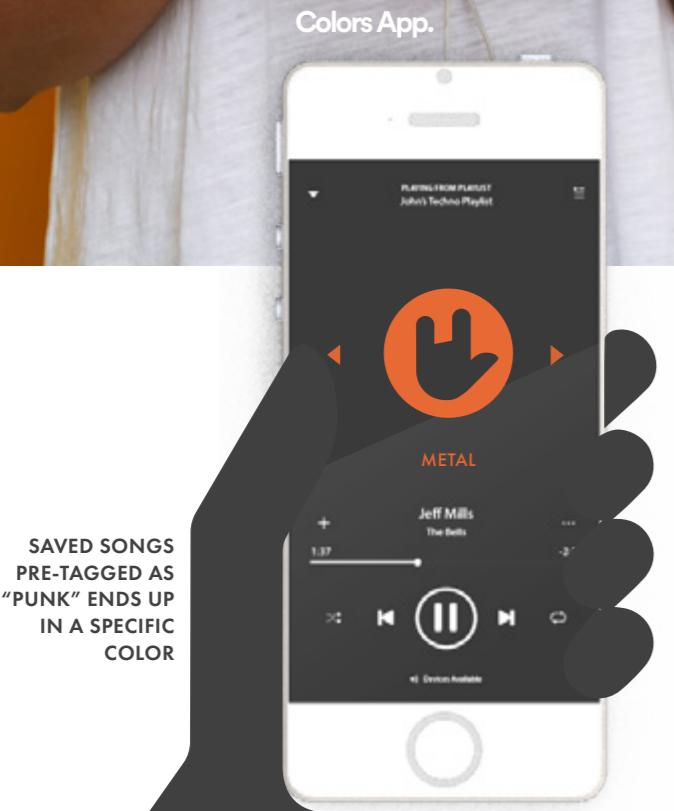
Show who you are by showing off your playlists and see how many listeners you get in Broadcast Mode. Using the pin literally shows what you're listening to to nearby users, while using the phone app still makes you browsable for other nearby pin and phone app users - but is a more private way of sharing.

Discover new music through other broadcasting people you meet - with your pin or with your phone - by connecting and streaming the music they're listening to in Tuned In Mode.

New songs are saved and sorted by color coded genres in your playlist library, keeping your library tidy and making it easy to quickly access your playlists on the fly with your pin or with its corresponding, intuitive controls in the phone app.

Creating a mix tape? Just re-tag the song in the app!  
Found somebody's music you like?  
Browse their profile for their saved playlists.

The system can be used in three different ways.  
Either as a necklace setup, pin setup or by just using the Phone.



Genre Icons.



Genre Colors.



3 SWIPE LEFT/RIGHT AGAIN TO SELECT SONG

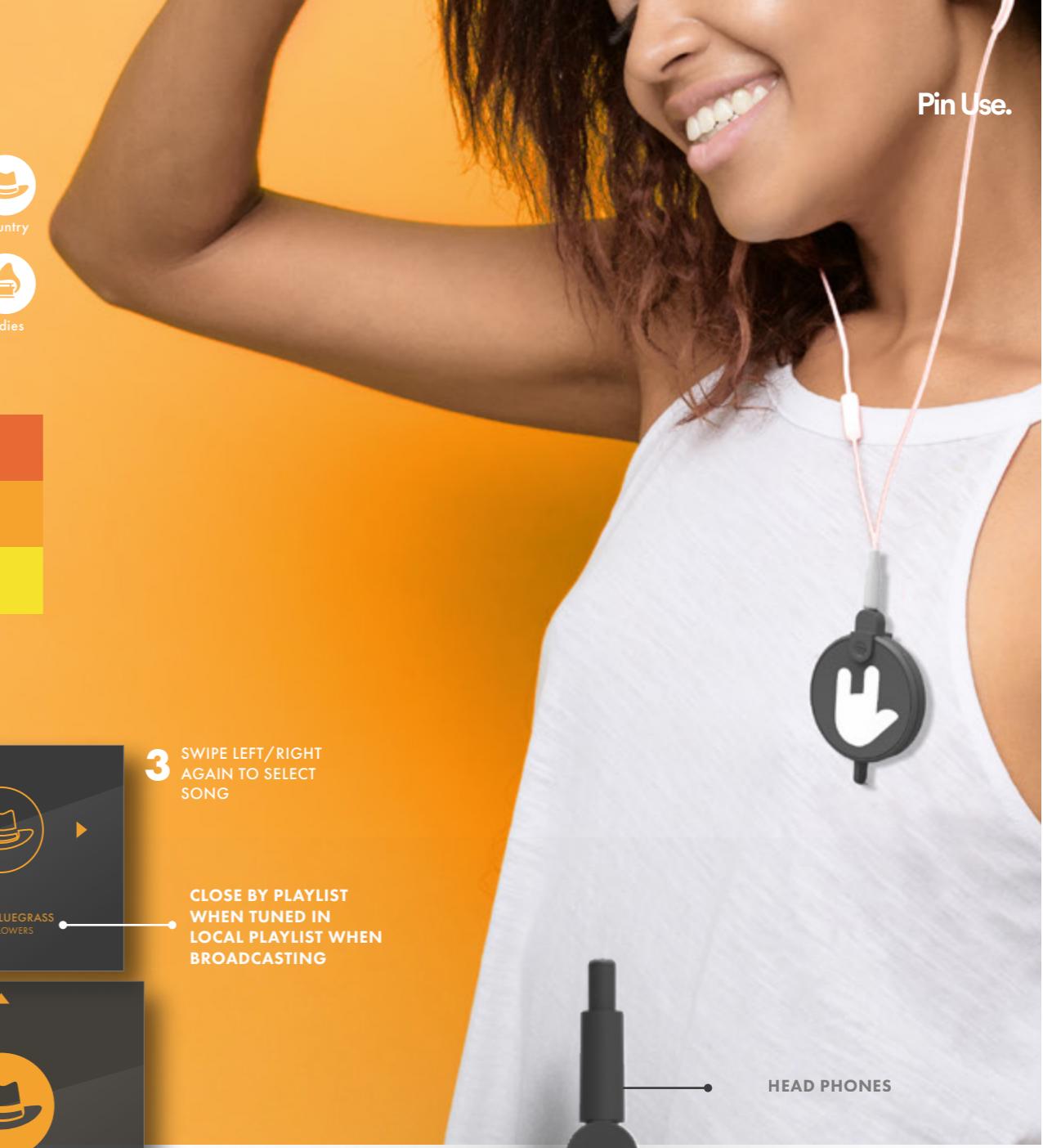
CLOSE BY PLAYLIST WHEN TUNED IN LOCAL PLAYLIST WHEN BROADCASTING

2 SWIPE UP/DOWN TO PICK PLAYLIST IN GENRE

1 SWIPE LEFT/RIGHT TO PICK GENRE



Pin Use.

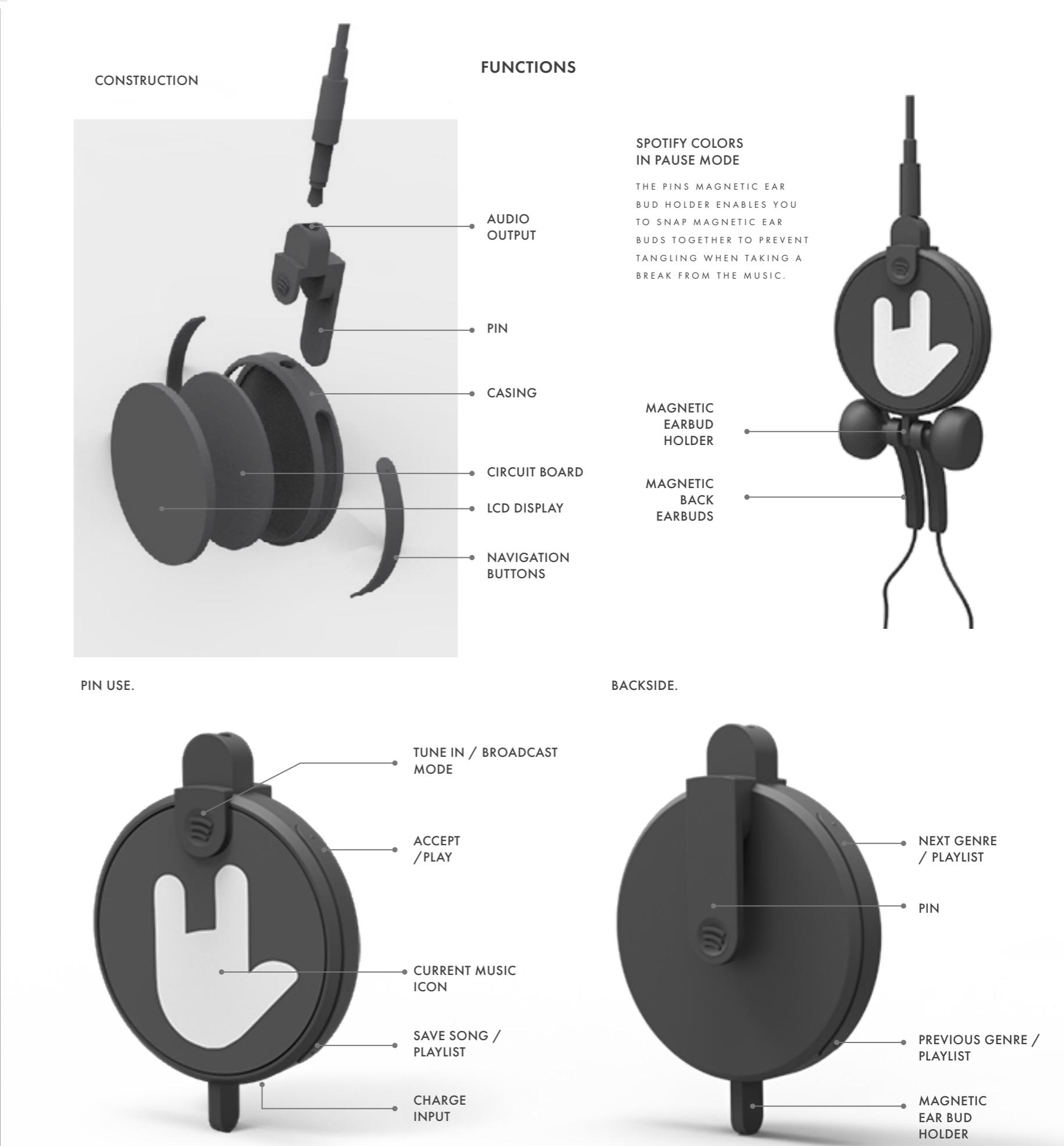
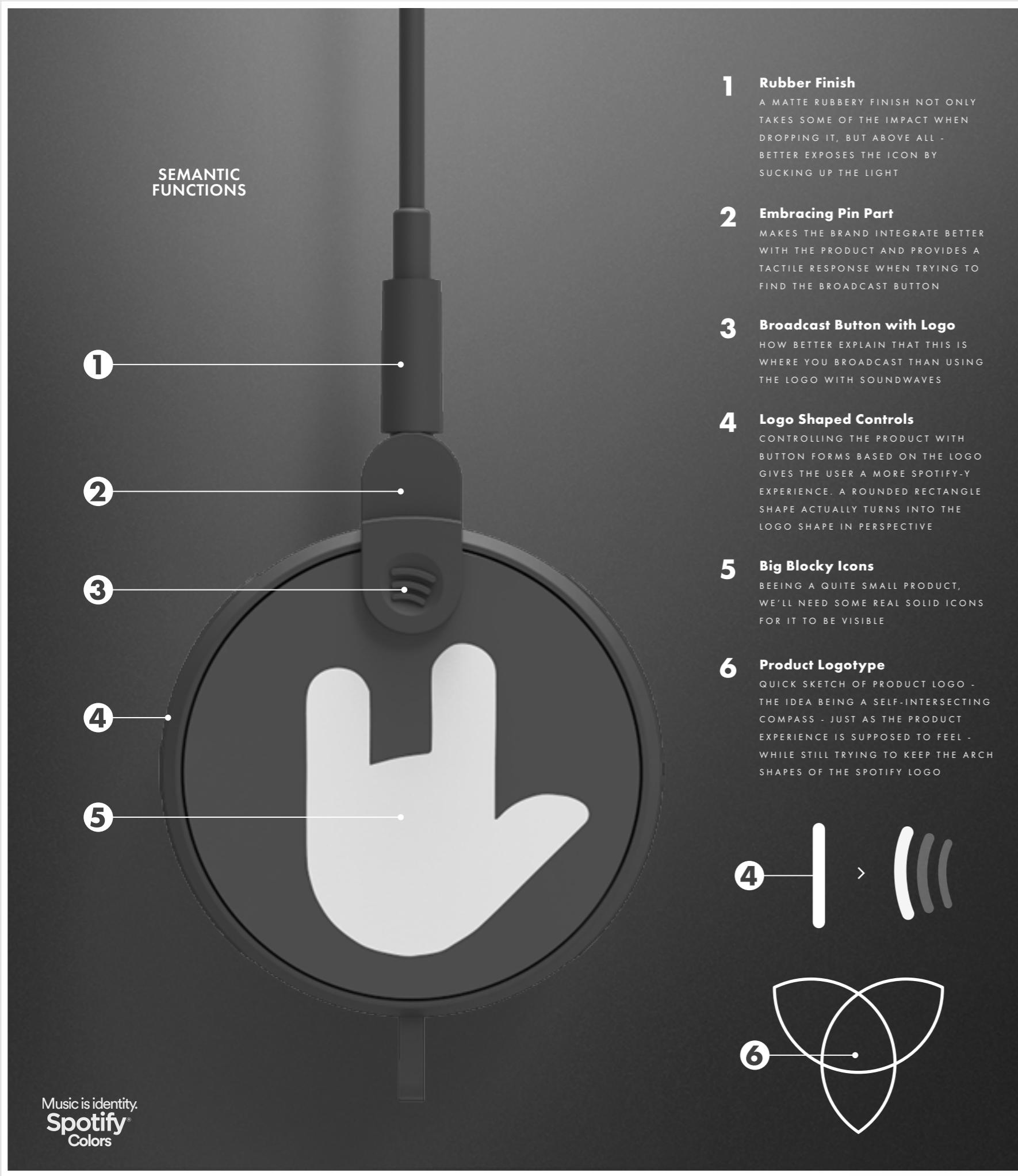


# Scenario App Users



# Scenario Pin Users





## PROTOTYPING



1

SIZE TESTS



2

FOAM & RAPID PROTOTYPING.



POCKET POSITION.

### 1 Size Tests

A SERIES OF QUICK MODELS WERE MADE WITH DIFFERENT SIZES AND PROPORTIONS OF THE PIN BASE FORM - TO GET A FEEL FOR THE HANDLING, WEIGHT AND VISIBILITY OF THE PRODUCT. WEIGHTS AND DIFFERENT COLORS AND ICONS WAS USED TO FIND WHAT IS WITHIN TOLERANCE

### 2 Prototyping

UPSIZED FOAM MODELS WERE MADE TO RESOLVE SOME SURFACE ISSUES, THEN A RAPID PROTOTYPE WAS MADE FOR USER TESTING. A BASIC BUT FUNCTIONAL GRAPHIC INTERFACE WAS MADE IN SKETCH TO TRY THE APP WORKFLOW

### 4 Graphic Interface Testing

USING A TEST GROUP INCLUDING KIDS AND VISION IMPAIRED PEOPLE TESTS WERE RUN TO SEE HOW THE APP WORKED IN DIFFERENT SITUATIONS

### 5 Revisions Pin Unit

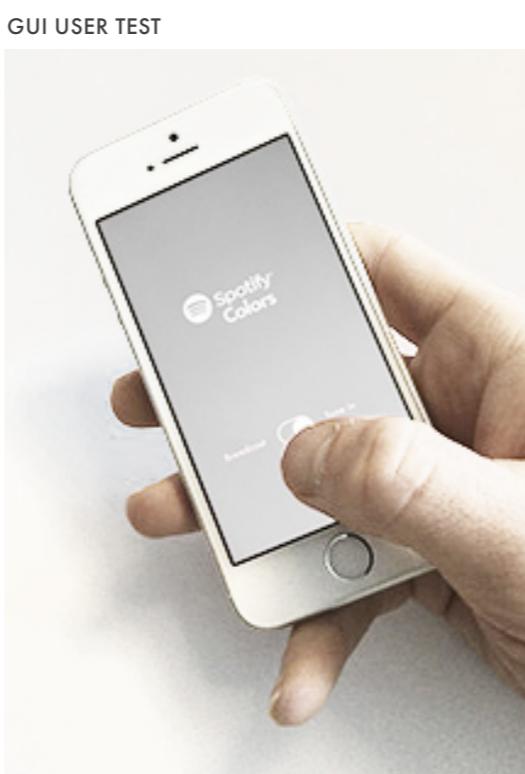
USING FEEDBACK FROM THE TESTS CHANGES TO THE PRODUCT WERE MADE INCLUDING BUTTON CONFIGURATION, THE FUNCTION OF THE PIN-PART OF THE PIN UNIT AND MORE

### 3 User Testing

A SERIES OF TESTS WERE RUN TO TRY THE PIN OUT WITH DIFFERENT BUTTONS, LIGHT CONDITIONS, CLOTHING AND MORE. DIFFERENTIATION TESTS WITH DIFFERENT COLORED LEDS WERE MADE.

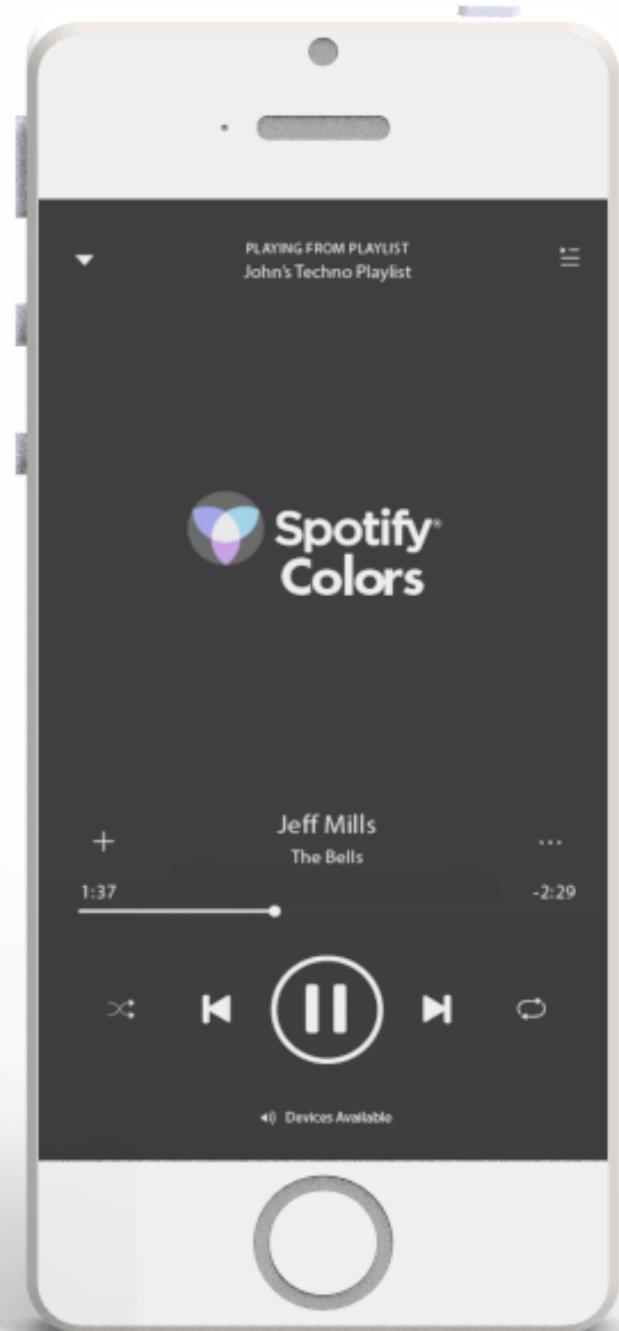
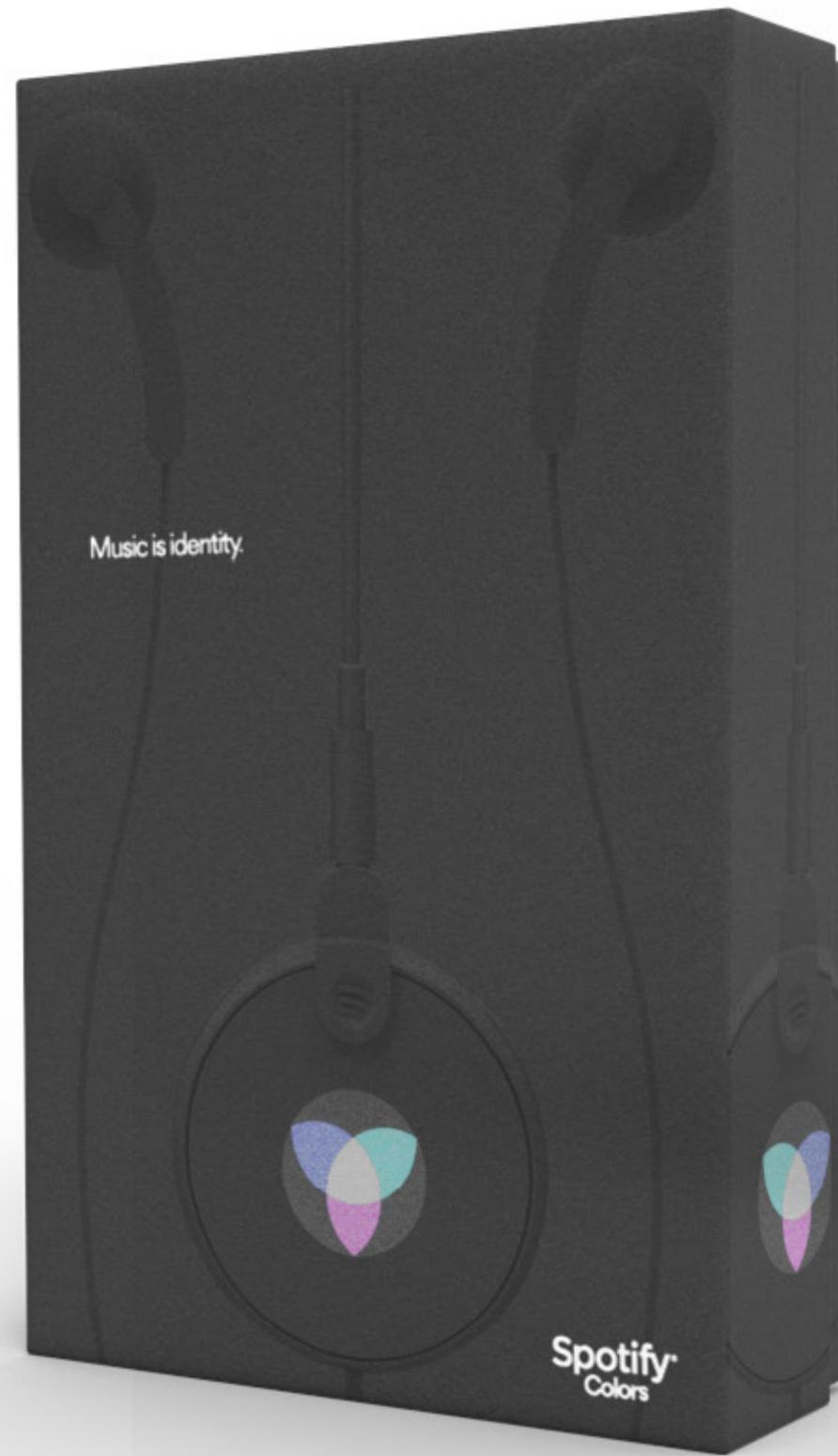
### 6 Revisions Graphic Interface

INPUT FROM USERS WAS USED TO SHORTEN THE APP WORKFLOW WITH SEVERAL STEPS MAKING THE APP MUCH EASIER TO USE

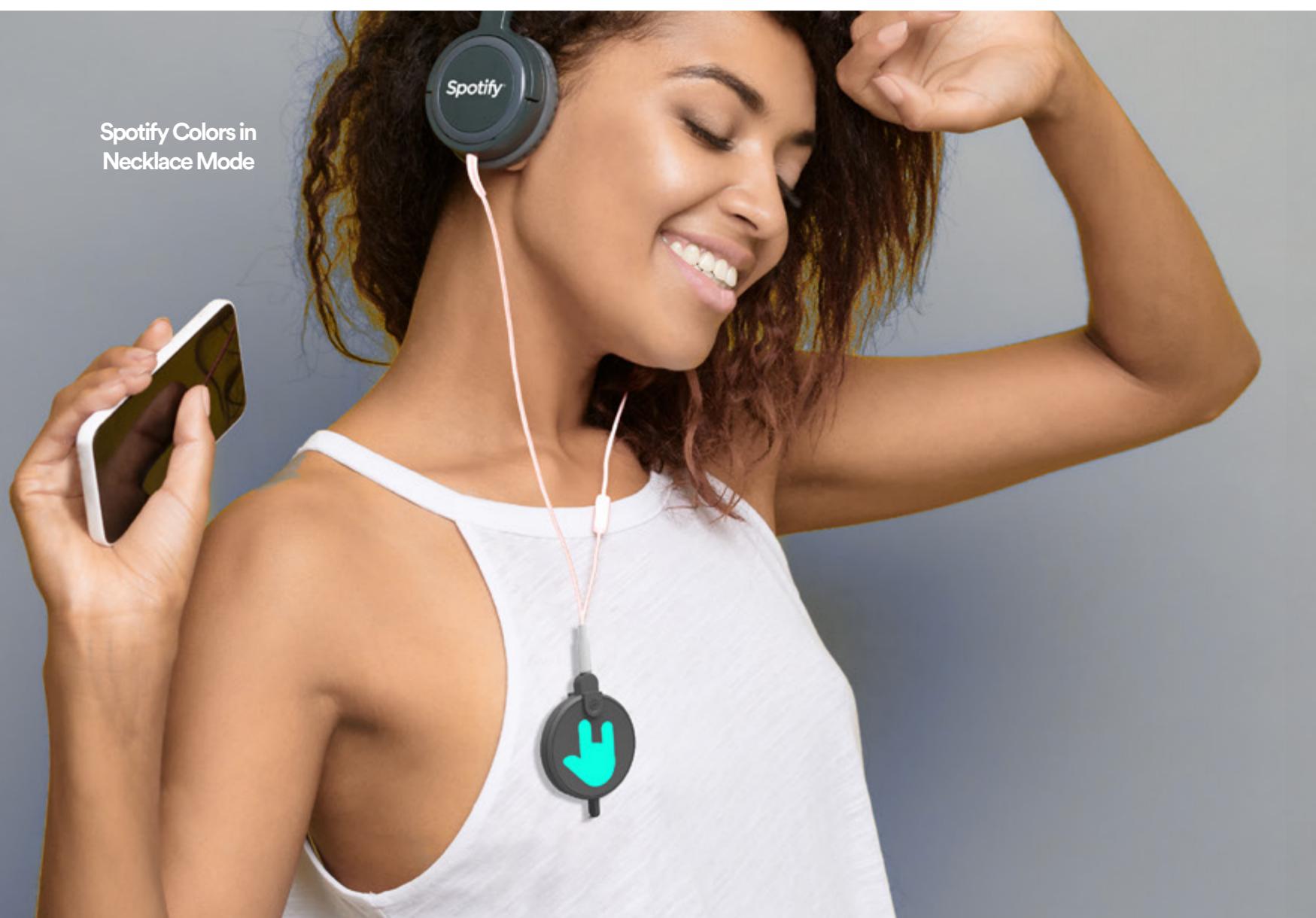


4  
GUI USER TEST

Presentation.



Spotify Colors in  
Necklace Mode



Spotify Colors  
in Phone to Pin  
Bluetooth Mode



Music is identity.  
**Spotify**  
Colors



Music is identity.  
**Spotify**  
Colors

## EDUCATION



F I D U

**HpG**  
art & media  
2 YEARS

**PREPARATORY**  
design school  
1 YEAR



**Umeå Institute of Design**  
industrial design  
3 YEARS

**SKILLS**

### 2D

ILLUSTRATOR  
PHOTOSHOP  
PROCREATE  
PAINTER  
SKETCH

### 3D

ALIAS  
RHINO  
SOLIDWORKS  
KEYSHOT  
IMAGESTUDIO

### WORKSHOP

RAPID PROTOTYPING  
VACUUM FORMING  
CLAY MODELLING  
FOAM MODELLING  
WELDING  
MILLING  
LATHING  
SPRAY PAINTING  
& MORE

### PRESERVATION

INDESIGN  
IRHINO

### VIDEO & SOUND

AVID  
PINNACLE  
ABLETON  
CUBASE  
PRO TOOLS

### LANGUAGES

ENGLISH - FLUENT  
SWEDISH - MOTHER TONGUE

## W O R K

MOLINS  
EXPO



**INTERNSHIP**  
product design  
4 MONTHS

**INTERNSHIP**  
product design  
3 MONTHS



**INTERNSHIP**  
graphic design  
3 MONTHS



**BAGHEERA**  
product designer  
6 YEARS



**HAGLÖFS**  
product designer  
freelance work  
6 MONTHS

**BRANTE  
MEDIA**

**BRANTE MEDIA**  
product designer  
freelance work  
2 YEARS

D E S I G N   P R O C E S S



D E S I G N   P R O C E S S



**Thank You**  
For your time

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