



Experience

Founder, Photographer, Product Designer

I run a multidisciplinary business under my own name where I work end-to-end across every branch of both digital product development and photography. That includes everything from finance, marketing, and client management to UX, engineering, branding, and content. Whether I'm building software or photographing buildings, I handle every part of the process myself—from concept to execution.

Product Designer & UX Engineer

2012 – Present New York, NY (Remote)

- Design web and mobile products end-to-end, from wireframe to ship
- Build responsive, mobile-first websites and apps with React, Next.js, and Tailwind CSS
- Design and build reusable UI components directly in React and Tailwind CSS
- Focus on accessibility, layout, typography, and visual hierarchy
 Develop interactive tools and websites with clean, scalable code
- Design directly in code, iterating live and refining with feedback
- Optimize websites for SEO with clean structure and performance
- Manage e-commerce tracking, affiliate tools, and analytics
- Create logos, branding, icons, motion graphics, and print assets

Principal Photographer

2016 – Present New York, NY (Hybrid)

- Document major architectural projects for real estate, design, and global brands
- Photographed landmarks like Empire State Building, The Woolworth Building, and more
- Work featured on Bravo's Million Dollar Listing: New York and published via IKEA
- Cover design and culture events across New York City
- Built an archive of 200,000+ images from U.S. cities and abroad
- Specialize in clean, editorial-style photography for architecture and interiors

Örebro Municipality

Childcare Worker

2014 – 2016 Örebro, Sweden (On-Site)

Planned activities, managed documentation, communicated with parents, and handled digital tasks such as organizing lists and creating marketing and social media materials.

System Administrator

2013 – 2014 Örebro, Sweden (On-Site)

Managed the website, social media, and marketing materials for a project that connected job seekers with companies through a custom-built platform. Interviewed candidates and supported recruitment to help match companies with the best possible applicants.

Education

Swedish Armed Forces

Completed 11 months of military service at P4 Skaraborgs Regiment, including general basic training, national field exercises, and a one-month culinary training program at a naval base in southern Sweden.

| Major | Degree | Location | Period |
|--|-------------------------|--|-------------|
| Military Service Field Operations & Culinary Training | Diploma & Service Medal | Skövde, Sweden & Karlskrona, Sweden | 2009 – 2010 |

Virginska School

Studied Media Communication with a focus on Photography, Graphic Design, and Video Production. Over three years, gradually specialized in Graphic Design and Video Production.

| Major | Degree | Location | Period |
|---------------------|-------------------------|----------------|-------------|
| Media Communication | Upper Secondary Diploma | Örebro, Sweden | 2006 – 2009 |

Design

Product Design & UX Engineering

Wireframing
Prototyping
Color Theory
Accessability
Interaction Design
Microinteractions
Iconography
Visual Hierarchy
Typography
Layout Principles
Responsive Mobile-First Design
User Research
Design Systems
Component Libraries

Visual & Graphic Design

Infograpgics
Data Visualization
Motion Graphics
Animations
Socal Media Design
Image Editing
Retouching
Custom Icons
Branding
Logotypes
Print
Digital Media
Posters / Flyers
Ad Design

Collaboration & Design Handoff

Developer Handoff
Annotating Designs
Team Collaboration
Client Communication
Style Guides
Brand Kits
Exporting Assets for Web & Print
Version Control
File Management

Digital & Print

Microsoft Office Suite
Adobe Photoshop
Adobe Illustrator
Numbers
Keynote
InVision
Figma
Canva
Pages

SEO

Content Creation & Blogging

SEO Writing
Wordpress
Product Reviews
Buying Guides
Affiliate Linking
Article Updates
Headline Writing

SEO & Keyword Strategy

Keyword Research
On-Page SEO
Site Speed
Search Console
Content Strategy
SEO Tools
Competitor Analysis

Affiliate Integration & Tracking

Link Management
Affiliate Platforms
CTA Design
Tracking Codes
Link Cloaking
A/B Testing
FTC Compliance

E-Commerce & Website Building

Shopify
WooCommerce
Landing Pages
Mobile Design
Product Pages
Wordpress Elementor
Niche Research
Payment Setup

Analytics & Optimization

Google Analytics
Link Clicks
Conversion Rates
Traffic Sources
CTR Boosting
Heatmaps
Session Tracking
Keyword Tracking

Web Development

Core Technologies

HTML
CSS
JavaScript
TypeScript
React
Next.js

Styling & Animation

Tailwind CSS
CSS Modules
Framer Motion

Version Control & Deployment

GitHub
Vercel

IDE & Development Tools

Visual Studio Code
Adobe Dreamweaver
Rapidweaver
CodePen
Wordpress

Languages

English
Fluent

Swedish
Native