

# Curriculum Vitae

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**Desenio Group AB (Desenio & Poster Store) | 2020 - Present**  
**Front-End Web Developer & UI Designer** | *Stockholm, Sweden*

An E-commerce company which offers customers affordable wall art online, spanning 33 countries. The largest on the market in Europe and one of the largest in the US.

A front-end developer tasked with innovation, worked simultaneously as a UI designer throughout projects ensuring designs are realistic and in-line with brand guidelines.

- Increased conversion rates by 34% with a 48% longer average session and 37% lower bounce-rate by leading two complete codebase rewrites + redesigns on the front-end. Migrating the brands from jQuery, to a new codebase running on Vercel's NEXT.js, with ReactJS, TailwindCSS and TypeScript as a backbone. [Reference](#)
- Developed a reusable, fully ARIA compliant front-end React component library, featuring inputs with error handling, slider / carousels, modal / slideover system with native-like swipe gestures that can be re-used across brands with minimal configuration.
- Developed an unreleased proof-of-concept interactive tool, allowing customers to place the companies products in different rooms of the house to simulate how a particular set of products would look like in their homes before committing to a purchase.
- Created and managed a documentation repository for all exported functions, pages and components on a shared multi-brand / application codebase.
- Tutored front-end team to learn NEXT.js, React, TypeScript and TailwindCSS.



**EnyoStudios | 2019 - 2021**  
**Co-founder / Designer & Developer** | *Los Angeles, California*

A collective of creative freelancers specializing in developing a clients brand identity, website, marketing material and design collateral as a team.

- Developed several sites in ReactJS, vanilla JavaScript, Wix and WordPress.
- Created; from a clients envisioned brand goals, strong logotypes, captivating ads, business-cards, invoices and powerpoint designs. - All tied into a established brand strategy.
- Acquired partnerships with local printing shops and delegated portions of a project to the most well-suited external parties when needed to deliver output in a timely manner.

## Highlights



• Was granted two web-design awards by an internationally recognized jury at Awwwards®. A certificate in *Mobile Excellence* and an *Honors for Site of the Day* for my personal portfolio site [www.dashice.com](http://www.dashice.com). [Reference](#)

• Strongly believing that education should be free, has taught several aspiring developers and designers the fundamentals of design and web-development; allowing them to start their own journey in these fields.

• Assisted in the development of a patent for a posture alignment device and the brand around the company in Los Angeles, California.

• At the age of 11, made a name for myself in a real-time strategy game community by developing custom content using level-design software with modified rules and economies.



**UCLA Extension | 2018 - 2019**

**Design Communication Arts - Certificate Degree | Los Angeles, California**

Studied a slew of creative fields with the goal to become a merited multi-disciplinarian. Graduated with a GPA of 4.0 and delved deep into topics such as brand strategy, UI / UX-design, color theory, typography, graphic design and product design with electives in software development and rhetorics.

As an extra-curricular activity, helped running AMAx (American Marketing Association Collegiate chapter), was developing their website and marketing material for the recruitment of more students and ads for public events.



**Stockholm University | 2016 - 2017**

**Web Development & Linguistics - Standalone Courses | Stockholm, Sweden**

Attended standalone courses at Stockholm University. Studied advanced concepts in both Web Development (HTML, CSS, JavaScript and PHP) and Linguistic Psychology, where connections between communication and memory were drawn and how language is constructed. Created a first draft of a personal portfolio site during this time.



**Luleå Univeristy of Technology | 2017**

**Web Development - Standalone Course | Online, Sweden**

Learnt the fundamentals of Web Development at LTU, from both a front and -backend perspective. Discovered a personal interest in Accessibility at large, and how to adapt tools we use on the daily in such a manner that everyone has the ability to utilize them from both a visual and functional perspective.



**Mälardalen University | 2017**

**Networking - Standalone Course | Online, Sweden**

With the goal to truly understand technology, acquired two certificates from Cisco®, both CCNA1 & CCNA2. Developed my knowledge in how networks, both LAN and WAN work. Learnt how data travels, the difference between various forms of encryption and how different protocols are used, in addition to how to set up a network of different scales.



**University of Gävle | 2017**

**Animation & Motion Design - Standalone Course | Online, Sweden**

Took a complex and lengthy course in Animation, Motion and 3D-design. Where the theory went into how motion design can change our perception over a presentation and followed was a challenging journey into developing 3D-models, meshes and textures with animation.

- Music is important to me and I love to immerse myself in an artist's creative vision rhythmically and lyrically. - Be it live, at home or with friends.
- Meeting new people and learning about cultures, traditions and experiences foreign to me is incredibly captivating.
- Studying new topics be it in psychology, marketing, cooking, law is very important to me.