



LIVVA ØSTERBY



CV PROFILE

Short

Visual & Digital Designer with +20 years of expertise in crafting compelling digital experiences and brand innovation. I blend high aesthetics with strategic thinking and user understanding infusing goals, needs and visions into original ideas. Proficient in Photoshop, Illustrator, Animate, Figma and Rhino, my portfolio reflects a diverse skill set covering a wide spectrum of design projects from UI design, to 3D products, animations, SoMe content, illustrations, and AI-visuals. I thrive in friendly, social, innovative environments where co-creativity, strategy, and an intuitive, user-centric design approach drive results.

Name

Livva Lisel-Lotte Østerby

Portfolio

www.osterbydesign.com

E-mail

livvaosterby@gmail.com

Tel.

+45 26281073

LinkedIn

www.linkedin.com/in/LivvaOsterby

Documentation

Recommendations, references, exam papers and course certificates are available on request.

WORK EXPERIENCE

2019 - Present

Livva Østerby 3D Jewellery Designer www.livvaosterby.com

2008 - Present

Østerby Design Visual & Digital Designer

2018 - 2019

Marketsquare Senior UI-designer / Digital Art Director

2007 - 2008

In2media Senior Art Director & UI-designer.

2002 - 2007

Framfab (LBi) Senior Art Director & UI-designer.

1999 - 2002

NetPeople / PeopleGroup Art Director & UI-designer.

SKILLS

✓ UI Design

✓ 2D Animation

✓ Illustration

✓ Concept Development

✓ 3D Animation

✓ 3D Design

✓ SoMe Content

✓ Visual storytelling

✓ Generative AI

LANGUAGE

Danish

Native Language: Fluent in written & spoken communication

English

Second Language: Proficient in written & spoken communication

EDUCATION

2019-2023

Bachelor's Degree in Jewellery, Technology, and Business at KEA (Copenhagen School of Design and Technology).

1997-1999

Media Economist at Handelsakademiet "Interactive Media & Marketing Academy" - a short higher education program with a primary focus on digital media, marketing, and journalism.

1996-1997

Technical Introduction to Graphic Vocational Training - Technical School, Roskilde.



DESIGN IS MY LIFE

CREATIVE PROGRAMS



Photoshop



Animate



Illustrator



InDesign



RhinoCeros



Figma

FREELANCING

AD Agencies

Throughout the years as a digital freelancer I had the pleasure of working with many digital AD agencies such as Creuna, TreSyv, Kunde & Co., Sunrise, Think Digital, Subsero, Vertic, and Vertica.

STRENGTHS



Conceptual



Detail-oriented



Collaborative skills



Innovative



Service-minded



Initiative-driven



Solution-oriented



Adaptable



Communicative

VOLUNTEERING

2015-2020

For several years, I have volunteered for the Danish political party **Alternativet**, serving on the Copenhagen main board. Besides that, I illustrated all election posters for the 2015 election campaign.

ART & EXHIBITIONS

2013-2016

I have been painting and drawing throughout my life, which has previously led to the sale of graphic art posters at **Girly Hurly**, **Urban Living** and **Urban Room** in Copenhagen. Additionally, I have exhibited my art posters at **SoHo** in Kødbyen and at **Cafe Marhalle** in Copenhagen.

CUSTOMER PORTFOLIO

SKANSKA

Kellogg's

Ørsted



IKEA FAMILY

oticon
PEOPLE FIRST

EcoClean
HORDIC

PBU

CARMEN EKVALL
JEWELLER



Danske Bank

GREEN
moves



TimeLog

ALTERNATIVET



Sunstone
Capital

Crystal Design



DIBS
by nets

novo nordisk



PROFESSIONAL PROFILE

VERSATILE DESIGNER

With 20+ years as a visual and digital designer, I bring a wealth of experience in concept development, UI design, illustrations, and animation. My bachelor's degree in jewellery design has expanded my skill set to encompass trend analysis, 3D design, rendering, and 3D animation, offering a unique blend of creative capabilities for coherent visual storytelling and branding.

CONSUMER-CENTRIC

I'm empathic and service-oriented, honed through years of working with diverse clients and brands, allowing me to understand a variety of target groups, markets and industries. Leveraging strategic Design Thinking methods, I employ research, persona segmentation, low-to-high fidelity prototypes, and user testing to deliver tailored user-oriented solutions that meet specific needs and create concrete results.

INNOVATIVE DRIVE

I possess a strong drive and forward-thinking attitude, fueling my enthusiasm for new ideas. With a keen eye for design and a coherent perspective, I thrive on crafting innovative solutions that build upon tested systems and methods. Utilizing new technology, I create innovative designs while enhancing the visual appeal through dynamic graphics, storytelling, motion, and GenAI.

INDEPENDENT & PROACTIVE

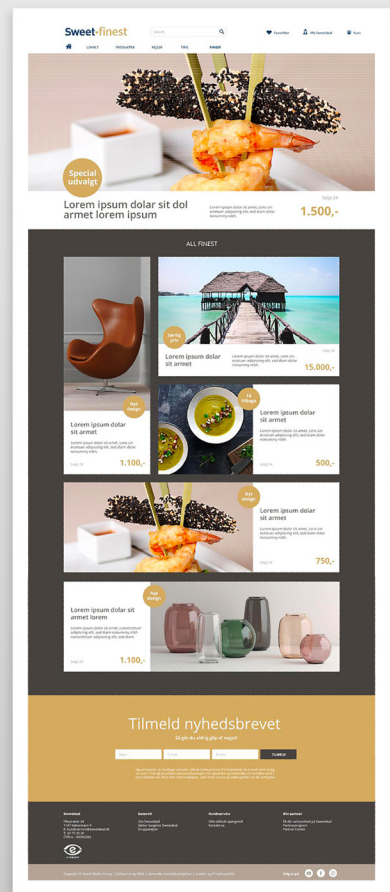
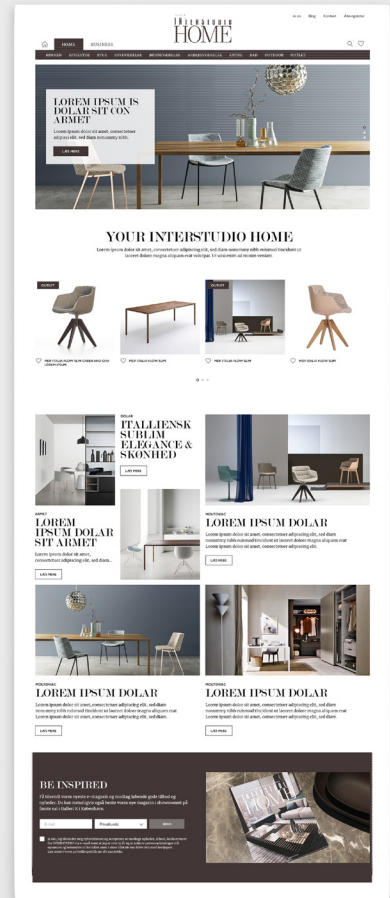
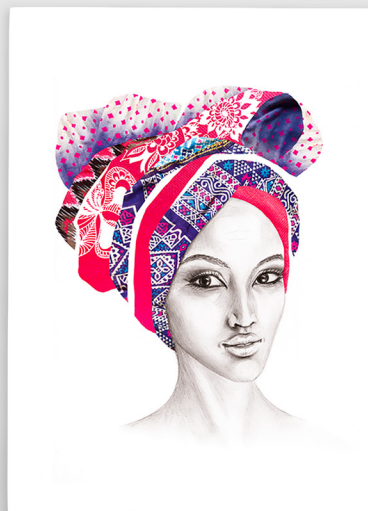
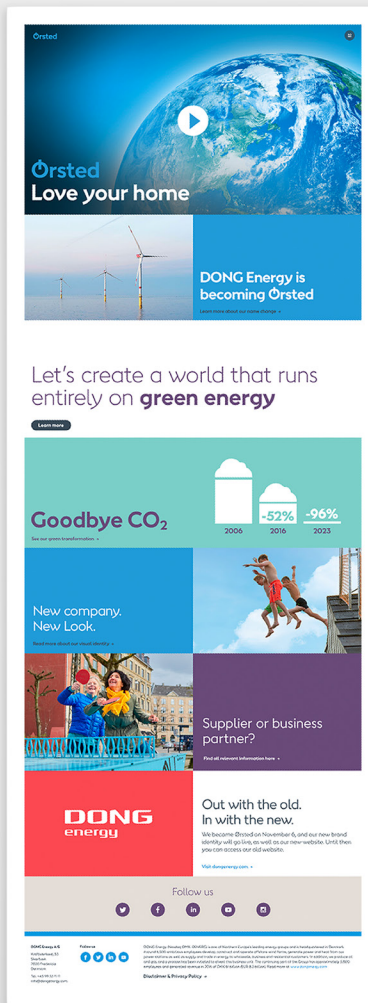
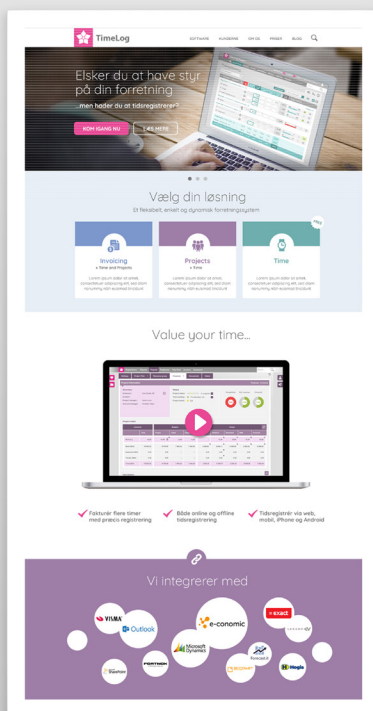
As a freelance for several years, I can run projects autonomously, ensuring timely delivery and client satisfaction. My experience in building my own jewellery brand has made me proactive and knowledgeable about the fashion industry. From market research, pricing, and customer sales to 3D design, social media branding, market strategy, and e-commerce development, I understand what it means to be a business owner.

COLLABORATIVE & SOLUTION-ORIENTED

As a collaborative team-player with a diverse skill set spanning design, technology, and business, I bring a broad knowledge base to co-creative environments. Solution-oriented and innovative, I thrive both in roles that require a coherent overview and as a supportive team member, fostering a culture of creativity, collaboration, and continuous individual growth.



CASES



CASE

ØRSTED'S NEW IDENTITY

In 2017/2018, I had a 9-month freelance contract with Ørsted (formerly Dong Energy) during their rebranding and the development of their new CVI leading up to the name launch.

Website

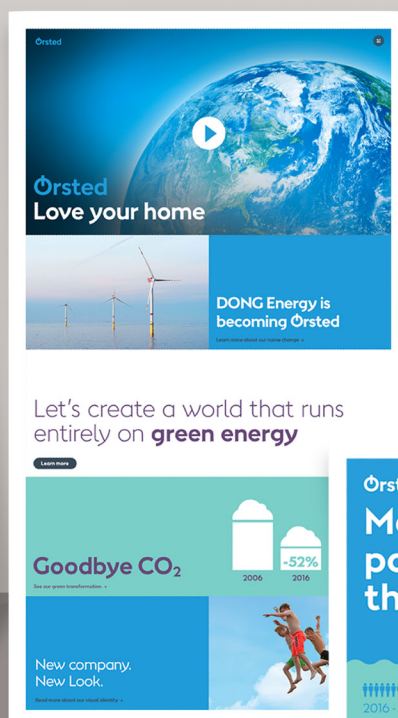
I contributed to the development of the new visual content for Ørsted.com and improvements to the UX/UI design as well as the redesign of several modules on the site.

Illustration and Icon Style

I helped develop Ørsted's new CVI and guidelines on how their illustrations and icons could communicate the sustainable transition in an easy-to-understand way—such as how waste-to-energy through enzymes could be illustrated simply and clearly.

Social Media Expression

As part of a team closely involved in the rebranding and launch, I played a central role in developing visual concepts and designs for the SoMe campaigns that communicated the rebranding from Dong Energy to Ørsted.



CASE



3D JEWELLERY BRAND

Since 2021, I have created my own small 3D jewellery brand, but it's important to emphasize that this is purely a creative side project. That said, the knowledge gained from building and managing it has been invaluable. I've worked on everything from competitor analysis, user tests, trend research, BMC, and pricing strategy, to UI and graphic design, CVI, branding, SEO, and SoMe. Both my 3D and visual design are among my strongest references, making this my primary case reflecting recent years of work: www.livvaosterby.com

Although my brand may appear substantial due to my visual skills, I have no desire for a large-scale jewellery production, as the extensive organization required to run a large business as an independent does not appeal to me. So even though @LivvaOsterby is my creative joy showing my passion for design, it is not a career path I wish to pursue, and I intentionally keep it small with minimal sales.

