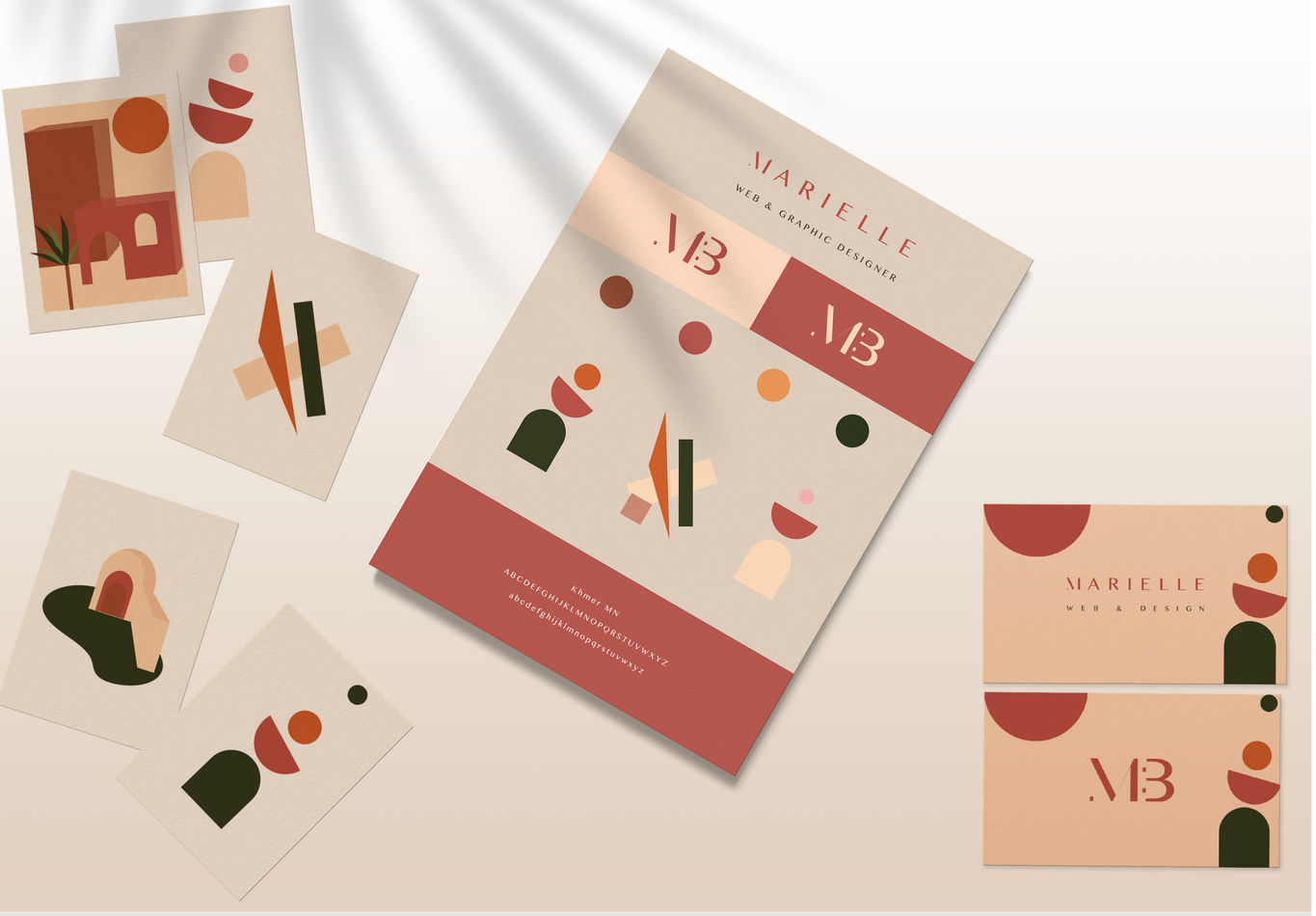
Portfolio

Marielle Bjorklund

Graphic design
UI/UX design
Web design/development

FIRST CLASS HONOURS GRADUATE
BA (hons) Digital Media Design



About me

Graphic designer and Web developer
10 Warwick Place
BN11 3EU
Phone: 07947 564975
E-mail: marielle.bjorklund@gmail.com

Currently working as a Graphic designer at Cloud9 Insight.

I am a creative and ambitious multidisciplinary designer who loves working with design, brand identity and digital marketing.

As a designer I believe in functional and cohesive branding that is both clear and simple but also aesthetically pleasing. My on the job experience has afforded me a well round skill set, including multi-tasking and prioritising workloads. I have been fortunate to work on designing layouts, social media posts, blog images and promotional videos. Previous experience as a developer has provided me with a breadth of design and development skills.

I have designed the following sites:

(https://www.cloud9insight.com/)
https://metalfinishingsltd.co.uk/
https://cloud9connect.co.uk/

I have programmed and designed aspects of the following site:
https://academy.digitalgrads.com/

My own work is guided by visual representation and unique expression. Most of my personal and university work focuses on creating brand visuals that encompasses important issues into brands.

Hope you enjoy my work.

Social media

mariellebjorklund.co.uk

behance.net/mariellebjorklund

linkedin.com/in/marielle-bjorklund/

@mariellebjorklund_designs

@mariellebjorklunddesigns

Skills

Id Xd Ai Ae Ps Pr

Html5 **Css** **Scss** **Vue.js** **Jekyll**
Bootstrap **Python** **WordpPress** **Sqlite**

Google Analytics

Re-design website/Cloud9 Insight

Large scale re-design of Cloud9 Insight's website

Cloud9 Insight wanted to replace their exisitng website to encompass their new vision and values. The current website was dated and was not performing well. It had a disjointed feel with several different fonts and styles across the site.

Background

Cloud9 Insight is an award-winning business-change consultancy, enabling SMEs to achieve profitable growth through Microsoft cloud technology. They specialise in Microsoft Dynamics 365 CRM solutions.

My Brief

To create a full website design based on the new site map given by my marketing director.

Challenge

The new site was going to tripple in content and pages, to compete with the likes of Preact and Sales Force. The biggest challenge was how to make the site aestethcially pleasing yet simple and easy to navigate.

Solution

For the design I used adobe xd, which I could then easily share with developers and my marketing manager. Firstly, I did research into competitiors and how their site looked and worked. Initially I created wireframes to visualise the users journey. Once it was approved I would move on to the design phase. One of the key areas was to visually show what Cloud9 Insight product is. Hence, most of the design is based around screens, computer mockups and icons. To ensure the brand stood out I created a visual language of 3D images in the new Cloud9 Insight brand colours.

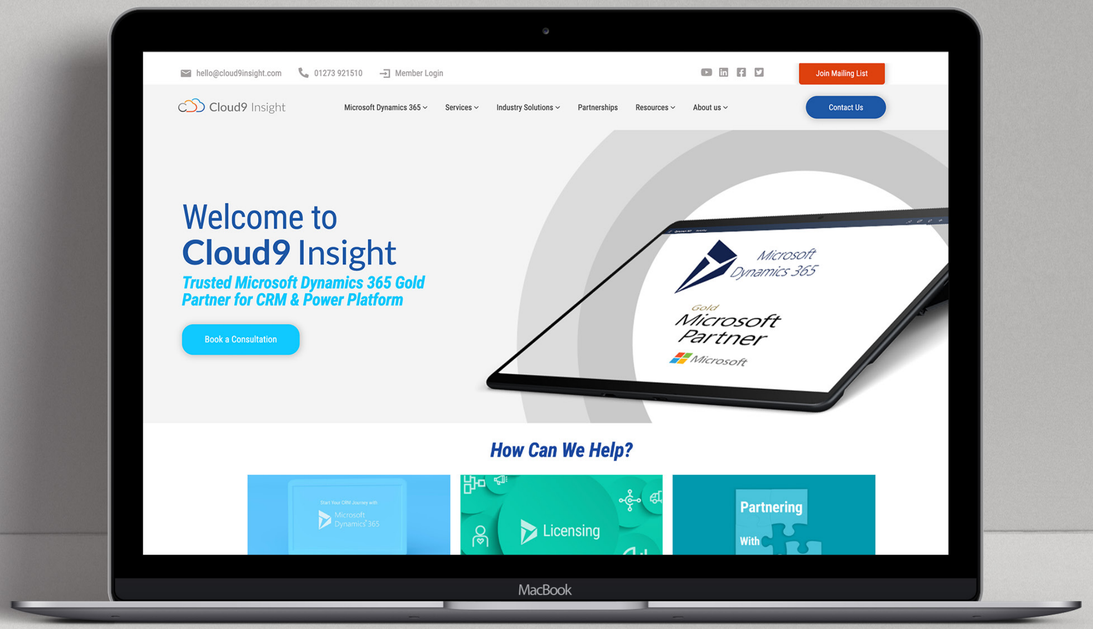
The overall feedback have been great. Marketing department conducted a survey that yielded an average rating of 4.67 stars which included simple navigation, great design and informative.

Process

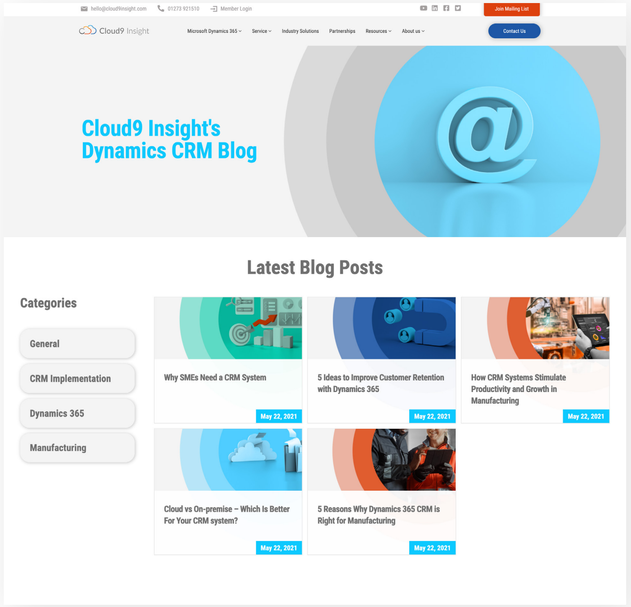
Ai Ps Xd

(https://www.cloud9insight.com/)

Xd https://xd.adobe.com/view/5f19c081-f729-4693-8bae-28ae7d8afd9f-0a4a/?fullscreen



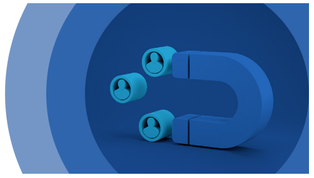
Images for Cloud9 Insight's blog posts



https://www.linkedin.com/posts/cloud9-insight_how-crm-systems-stimulate-growth-in-manufacturing-activity-6813070784416808960-x-1T

Process

Ai Ps Xd

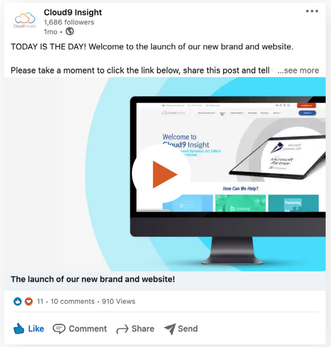


Videos

Website Launch/ Campaign / Demo

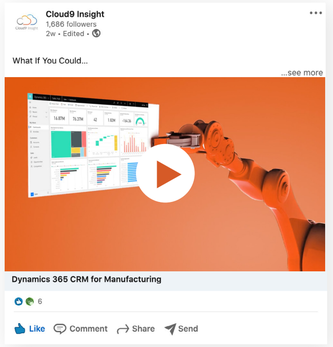
Promotional videos created for Cloud9 Insight as part of the launch for the new brand.

Video for launch of new website & brand



https://www.linkedin.com/posts/cloud9-insight_the-launch-of-our-new-brand-and-website-activity-6805466633428111360-SkTD

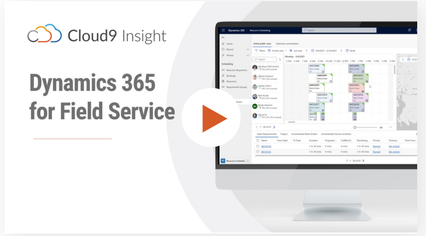
Manufacturing campaign



https://www.linkedin.com/posts/cloud9-insight_dynamics-365-crm-for-manufacturing-activity-6810877690455883777-uvmm

Demo videos for website and partners

https://www.youtube.com/watch?v=C0wfVMH2S_s&t=2s



https://www.youtube.com/watch?v=uWXkB5g4ufE

Process

Ai Ps Ae Pr

Web design Cloud9 Connect

Large scale re-design of Cloud9 Insight's website

Cloud9 Insight wanted to launch a new platform for digital learning and job creation. First step was to create a brand and landing page for the collection of potential clients. The site should also be a promotional piece to highlight the launch that will come at a later stage.

Background

The pace of the digital revolution has created a demand for digital skills that will grow exponentially. Yet, we are struggling to keep up with demand for a digitally skilled workforce. Cloud9 Connect aims to reduce the gap by connecting graduates, early-in-career, work returners to learning resources, training, mentors and work placements.

My Brief

To create a logo and brand identity that is modern and fits well with the Cloud9 Insight brand. The brand should then be used to build the Cloud9 Insight landing page. The site is targeted at younger demographic but should still be professional and appeal to universities and employers. The brand should stand out on its on but should also be connected to Cloud9 Insight brand.

Challenge

As the landing page was meant to be used as a way to collect interested parties. I had only a week to produce the branding, logo and website.

Solution

For the logo I used the C connected to the Cloud9 Insight logo of the clouds.

The colours where used to represent learning and authority. As part of the brand identity the brand uses circles as a way to symbolise connectiveness and images of people to highlight diversity.

The graphics language is modern and digitally friendly, so that it can easily be used in an app.

Process

Ai Ps Xd

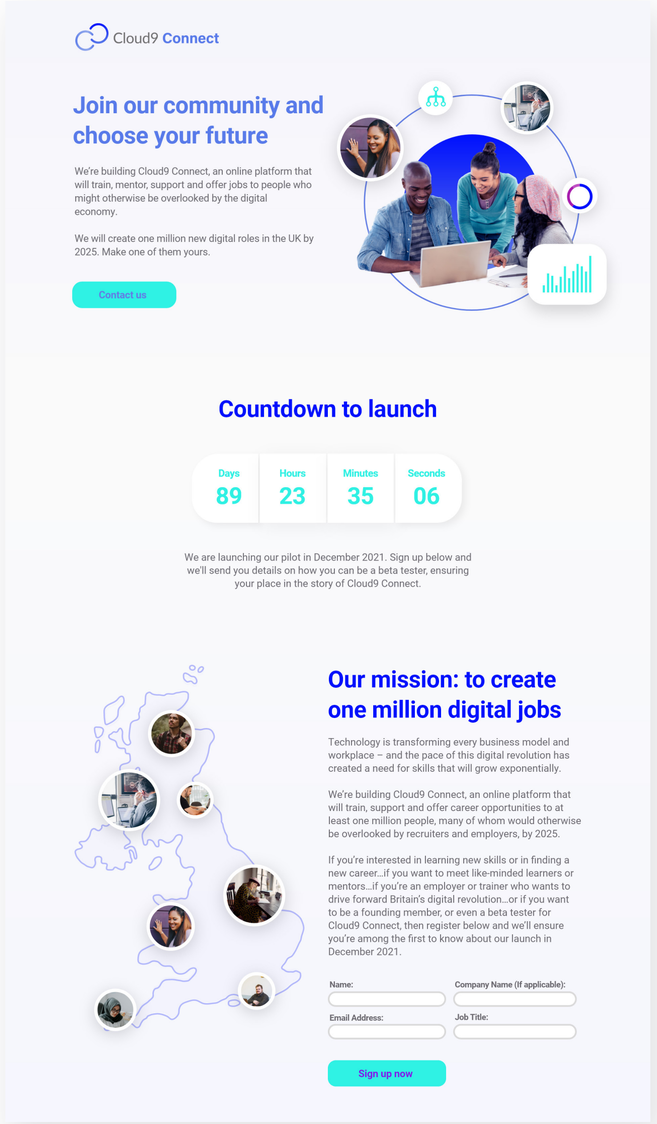
https://cloud9connect.co.uk/

Xd https://xd.adobe.com/view/ca3fbdb4-6146-4b0e-be81-b3df3273d2ec-9f6c/?fullscreen

Cloud9 Connect

Cloud9 Connect

Cloud9 Connect



Editorial / 3D design

BA (hons) Digital Media Design / Self-initiated Project

Learning outcomes: Seek and apply new techniques and processes to demonstrate an ability to orchestrate a range of skills, which may be handmade or computer based. Demonstrate an ability to synthesis ideas to generate a personal language in response to a design and/or production problem that is coherent and resolved.

Background

Only 5% of the worlds historical art collection are made by women. Throughout history, art has predominantly been ruled by men and work created by women has been grossly under-represented in collection and exhibitions. Reinstating women into the history of art is important for future female artists. For my projects I used Tate Museum as an example. Tate museum houses the United Kingdom's national collection of British art, and international modern and contemporary art.

My Brief

The goal of my project was to raise awareness of female artists through history as part of a new initiative by Tate by reimagining art made by women. The art should be a marriage between traditional and digital. It should reflect trends in design today and encourage people to make their own versions. Target audience Women aged 18-35.

Challenge

One of the challenges was how to reimagine artwork that would translate well today without losing its originality. For this, I had to consider current trends and the history of female artists.

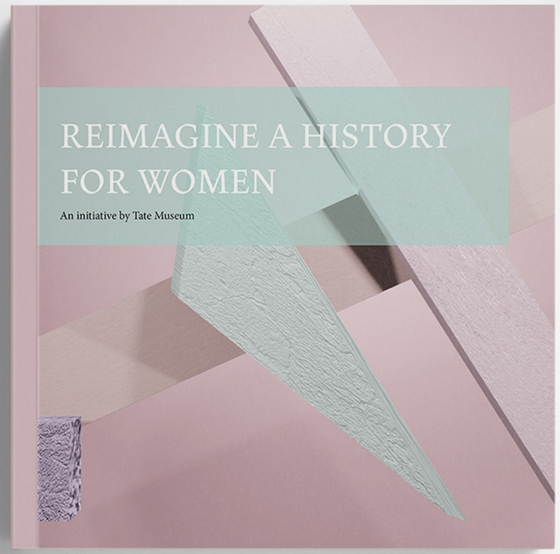
Solution

These three artworks by women between 1900-1930 were chosen to represent female artists everywhere. Their processes and techniques were based on technological, constructional, architectural or mathematical consideration. Their artwork may be considered masculine, and were often in the shadow of male artists.

For this project I learned blender from scratch.

I chose to reimagine these pieces in 3D, as its a big trend at the moment and the artworks would translate well into digital rendered 3D images. The pastell colours were chosen to reflect today's contemporary style, but also a way to reclaim the feminine colour pink into something else than soft and nurturing. Instead it has been used with juxtaposed construction material, to create a strong visual language.

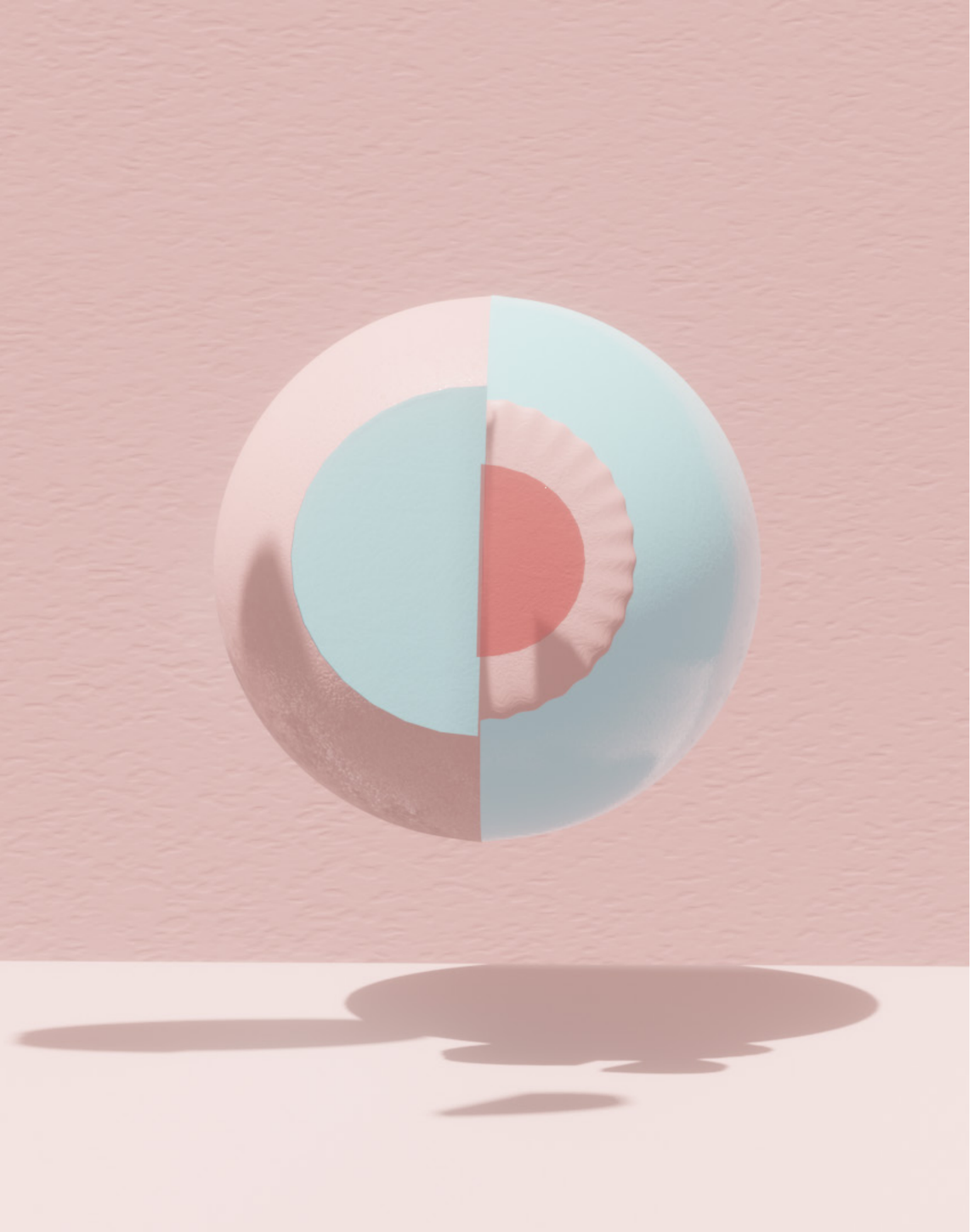
Process

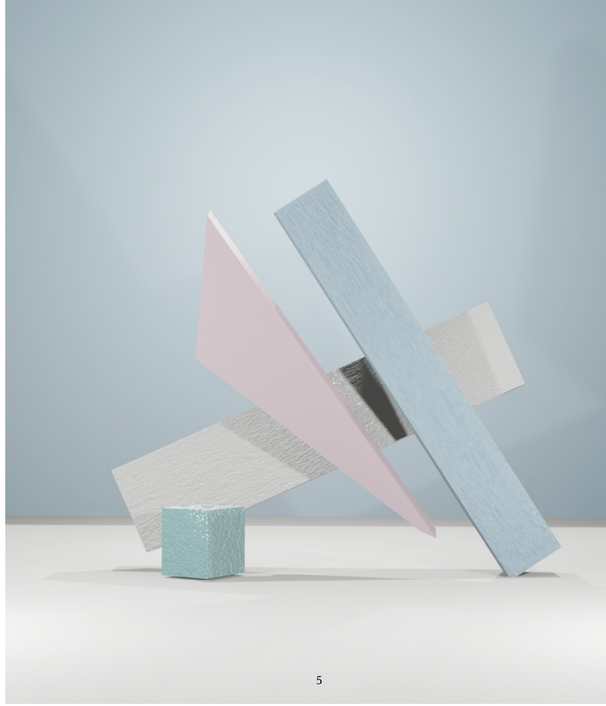


#ced4ea

#e3bdc5

#ceeae2





Hilma af Klint

VISIONARY AND PIONEER IN ABSTRACT ART.

Hilma af Klint was a Swedish artists who was influenced by spiritualism and believed in a higher mystical reality and aimed through her art to paint these visions.

She did not want to reveal her art, as she believed that the world was not ready for it. Through her life she constructed many spiritual painting, that where intricate and symbolised portals , called symbols, to another spiritual world. "Svanen" is a series of paintings that symbolises opposites, dark and light. Maculinity versus femininity.

Her story as an artist would symbolize the rejection of talented women who have gone unnoticed through time.

By Hilma af Klint, 1915, Svanen

REIMAGINED ARTWORK: "SVANEN" CREATED BY HILMA AF KLINT, 1915.

These artwork has been created using Blender a 3D software.

Unlike the other artwork the focus was to create soft shapes to create a realistic sphere. Hilma af klint described the artwork as a symbol, which was portals to another dimension or side.

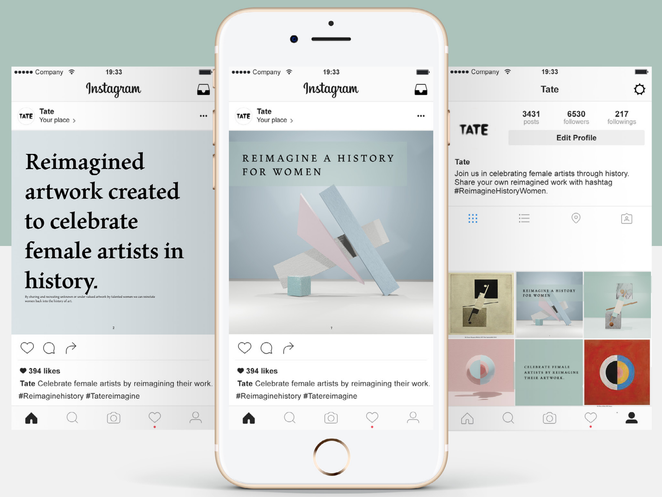
The reimagined artwork uses soft pastel with cold and warm spotlights. The idea is to create a floating sphere, almost calming. Although it looks like a object, it has intentionally been made abstract for interpretation to illustrate how a symbol "portal" could look. The sphere has been cut in half to symbolize a entrance that can be opened.

Dark and light symbolized masculinity and femininity according to Hilma. Hence, I wanted to make the blue and pink represent the current view on masculine and feminine colours. The opposites are joining and overlapping on each side as a way to rectify the imbalance.

Ella Bergmann-Michel
ARTIST WITH A UNIQUE AND WHIMSICAL STYLE.
Ella Bergmann-Michel was a German artist during 1891 and 1971.
She created her own language of quirky and whimsical artwork that was influenced by abstract constuctivism, dada and surrealism.
She was married to Robert Michel, and was often overshadowed although many review her work as superior. Her work often showed a whimsical dystopian future of technology and machinery.
11
By Ella Bergmann-Michel, 1927 Title: Spektralfall: B234
10

REIMAGINED ARTWORK OF "SPEKTRALFALL: B234" CREATED BY ELLA BERGMANN-MICHEL, 1927.
These artwork has been created using Blender a 3D software.
When reimagining the artwork of Ella Bergmann-Michel, the main goal was to convey the movement and technical part similar to a fan or engine.
The stone blocks have been used with building texture, such as concrete and chipped stone. The idea was to combine the idea of the original artwork, but still maintain the modern and fashionable abstract artwork currently popular.
The poles, was created using metal texture and adding shine and metal surface to get a sense of machinery. Similar to the original artwork the actual machine does not seem to work, or serve purpose. It is floating in the air balancing on metal.
Using Ella Bergam - Michels artwork "Spektralfall" in a digitally rendered 3D environment, symbolises the inventiveness and originality of women, often a trait reserved for men.
8

Instagram


Company 19:33
Instagram
TATE Tate Your place
Reimagined artwork created to celebrate female artists in history.
394 likes
Tate Celebrate female artists by reimagining their work #Reimaginehistory #Tatereimagine
REIMAGINE A HISTORY FOR WOMEN
Tate
3431 posts
6530 followers
217 followings
Edit Profile
Join us in celebrating female artists through history. Share your own reimagined work with hashtag #ReimagineHistoryWomen.

Client work / Webdevelopment

Re-design and programming of small dog kennel website

Client wanted to redesign their website. Website had not been updated since 2003. The styling was dated and many pages returned errors. They wanted a new brand identity that was clean yet cute to go with their kennel business. The site needed to be approachable, simple to navigate and consider SEO.

Challenge

The site was dated and hard to navigate. The site did not generate any traffic.

Solution

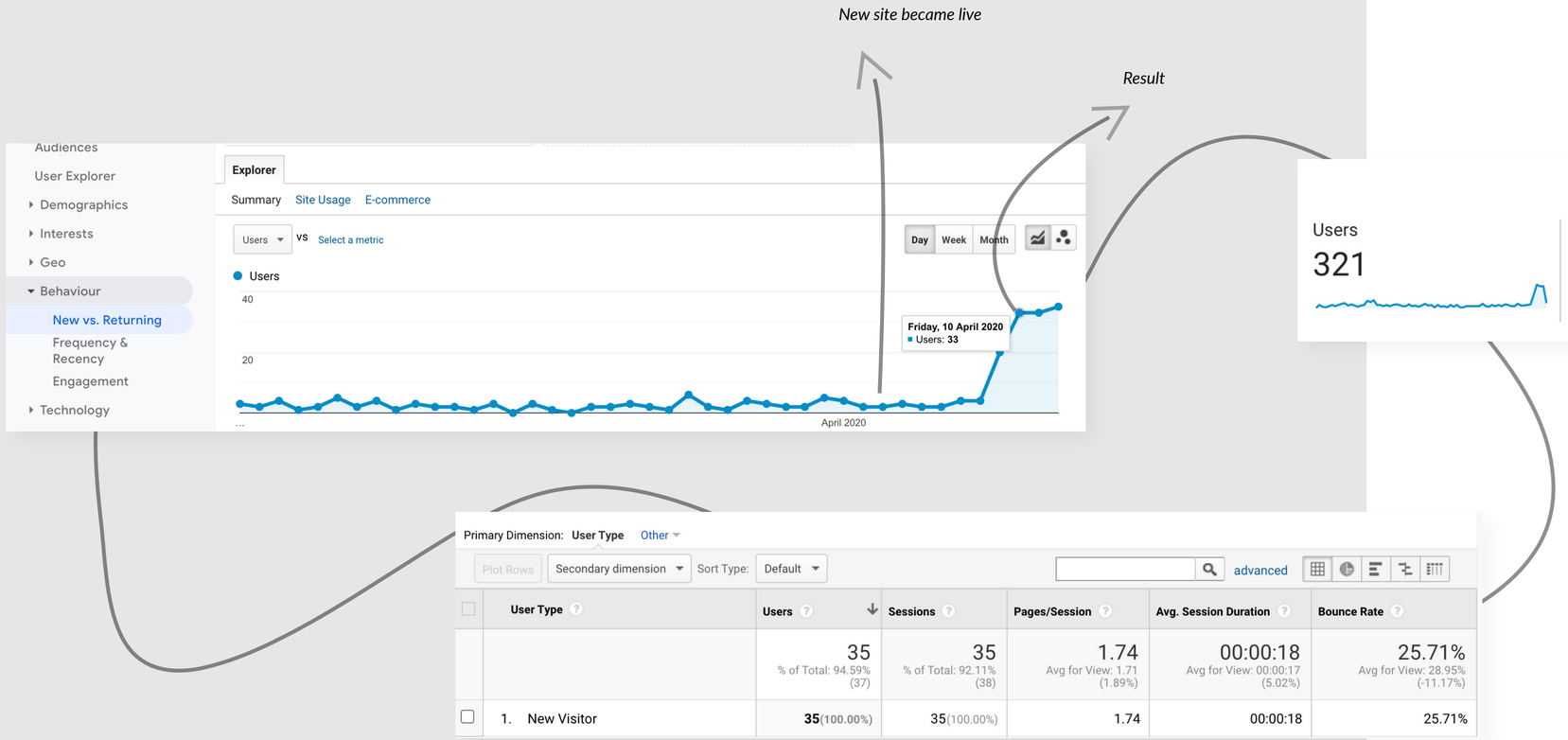
The site was completely revamped using vue.js to create a simple and dynamic site that required little manipulation to the html. Once the site was completed, the only updates would need to be done in the data.

I made the design with only one color, to ensure all focus was on images of the dogs. The color teal was used as it is an approachable and trusting color. Teal is more toned down than the traditional blue which tends to come off as more cold and corporate.

Process

Html	Css	Scss	Vue.js	Bootstrap

http://amberginis.com/



Google analytics

Kennel amberginis saw an increase of new users visiting their site.

The site is constantly being updated by keywords and relevant information for the client.

Client work/web development

Client work at Method B LTD for DigitalGrads

"DigitalGrads mission is to cultivate early-careers in tech and media to create a diverse group of future leaders. We're a tech startup ourselves, founded to ensure young people who want to work in tech and media have access to the best career opportunities, education and roles."
- DigitalGrads

Brief

With the rise of users, DigitalGrads wanted to update their design and user experience. This included a new navigation menu, update to their academy and hiring platform.

Challenge

The site needed to be user friendly, as it is a social platform for graduates and employees to find jobs and communicate. The site had not been using their brand colors and fonts properly, resulting in a disjointed look and feel.

My role

I worked closely with the client and my manager to programme their design and vision. This included constant feedback on user experience to the client. Furthermore I did design alterations to ensure the design was coherent across the site.

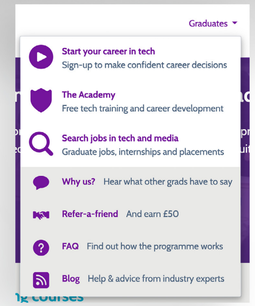
Solution

The site went from bootstrap heavy to more scss focused and reusable elements across the site. As a young platform we introduced more icons and infographics to highlight and draw attention. DigitalGrads was happy with the result and have seen an increase in user satisfaction as the user journey is much more straightforward.

Process

Html	**Css**	**Scss**	**Vue.js**	**Jekyll**
Bootstrap	**Python**	**Flask**	**Sqlite**	

https://academy.digitalgrads.com/



Campaign / App prototype

D&AD New Blood Awards.
Brief by: Connect4Climate.

"Connect4Climate is a global partnership programme of the World Bank Group that leverages the power of the creative industries to encourage behaviour change across the private sector, policy makers, and citizens particularly youth – accelerating the transition to a sustainable world."
- Connect4Climate

Brief

Connect4Climate wanted a campaign that encourages a sustainable lifestyle for young people that has a positive effect on the climate. While they want people to change, they don't want the campaign to be condescending and should solely focus on the "how" rather than the "why". The aim is for people to be able to track their progress and see the difference in some way.

Challenge

Research and findings suggest that people get overwhelmed by the amount of information and non tangible solutions for global warming, which in turn creates apathy and hopelessness, making it hard for people to take measurable actions.

Solution

My research showed that the average world citizen needs to eat 75% less beef, 90% less pork while increasing their intake of planetary foods. Hence, I created an app that can be integrated with social media and helps young people swap their favourite meals for a sustainable option, using reverse image search. The app will also allow them to receive a weekly shopping list based on their habits and location. The core value of the app is to be seamless and easy to use without being hard to maintain.

The design was inspired by bright colors to appeal to the target audience, and the flowers symbolises the positive effect of change and refreshing your meals.

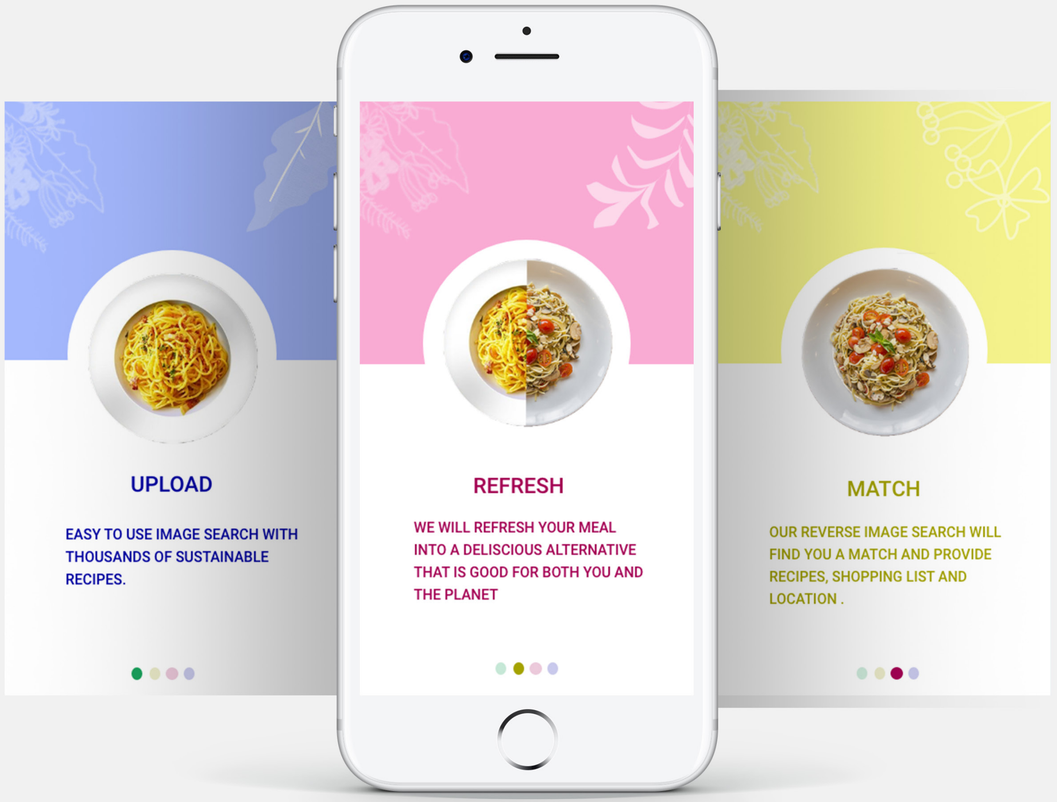
Process

Ai Ps Xd Ae

#92a7da

#faabd4

#fbf4c5



REFRESH

YOUR FOOD

REFRESH OUR PLANET.

Final major project
Branding & UX

Final major project / third year BA /Independent Project

Learning outcomes: "Take a given subject and make a personal statement that communicates to others and answers a brief. Formulate a brief around a given subject that is within your ability and displays your strengths;
Work effectively with limited supervision".

Background

60% of students in creative fields are women, but only 40% go on to work as a creative professional. Only 11% of leaders are women. This identifies a gap in how women perceive their opportunities in the industry.

My Brief

The ultimate goal of my project was to get more women working in leadership positions in the creative field. The app should appeal to the target audience, and have a creative and trendy feel.

Challenge

Studies suggest that women tend to suffer more from imposter syndrome than men, meaning they feel like they do not deserve or believe they are good enough for a job. While there are many mentorship programs for women, they tend to be hard to enter and there aren't enough mentors with long experience.

Solution

In order to introduce women to the possibilities of working in the industry, learning and seeing other women succeed has a huge impact on the motivation of other women.

To meet the needs of these individuals, my idea was to create an app that encourages women to help each other. A platform for women to find a female mentor in a creative field locally. This included making a whole new brand identity, app prototype and campaign.

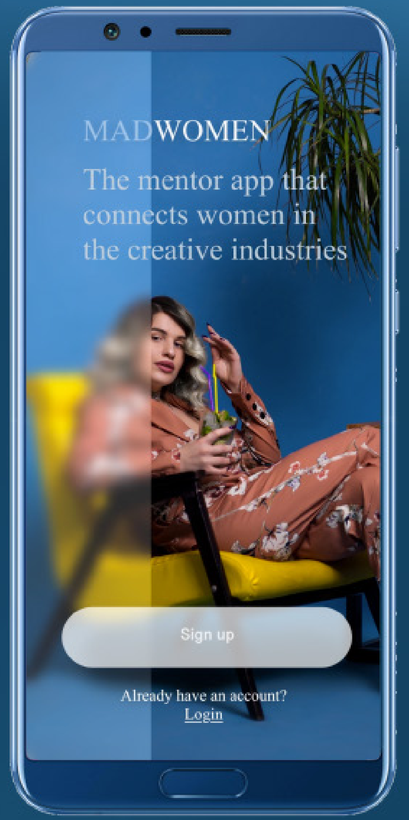
The app has been created considering user flow and user journey. The see through glass effect symbolizes the so-called "glass ceiling", an invisible barrier that sometimes stands in the way of women progressing professionally. Madwomen aims to remove the glass ceiling.

Message: Authoritative, creative and reliable. Energetic and bold at the same time. Madwomen wants to stand out and think outside the box.

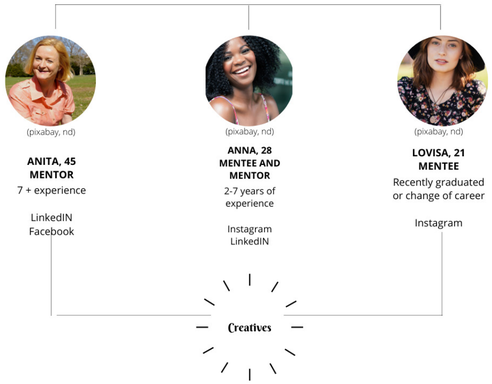
Process

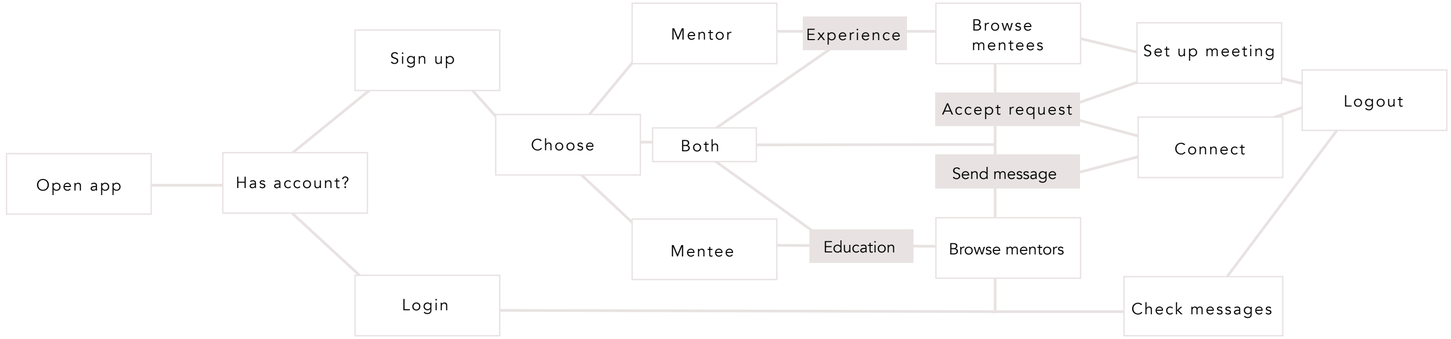
Id Xd Ai Ps

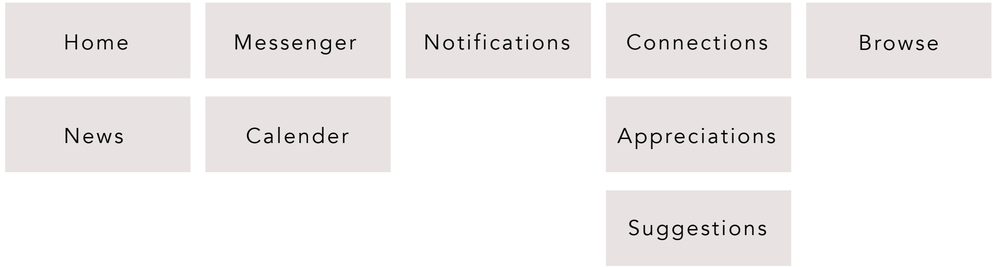
Break through the glass ceiling.

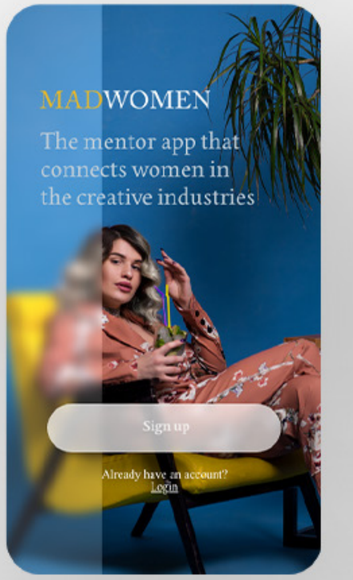


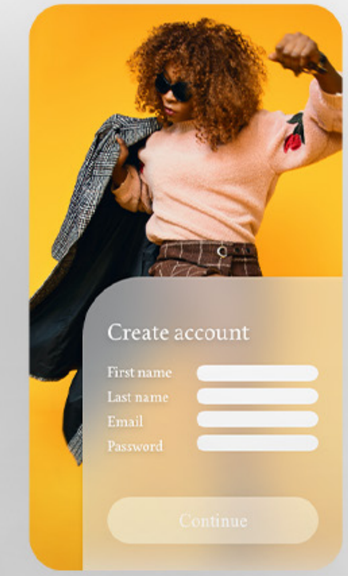
Target audience & user flow.

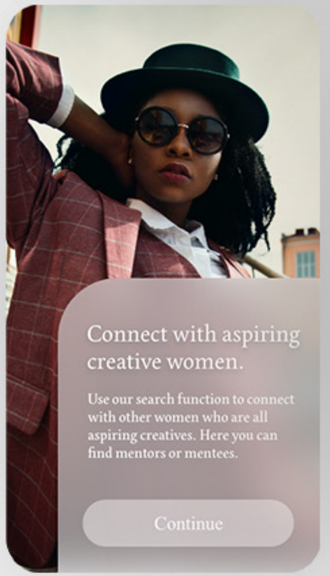


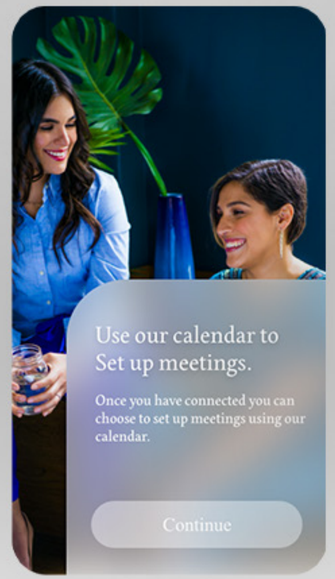




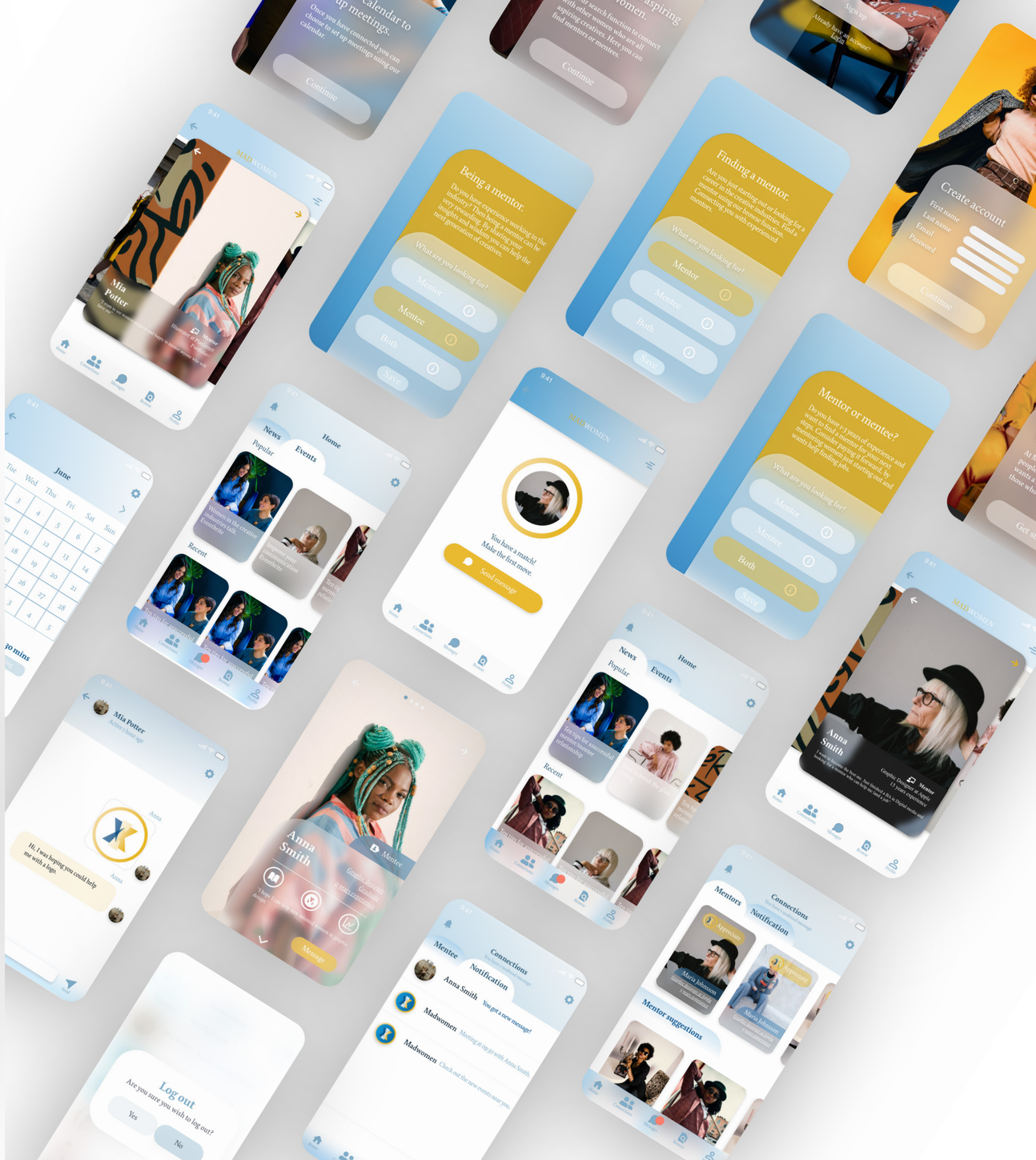

MADWOMEN
The mentor app that connects women in the creative industries
Sign up
Already have an account?
Login


Create account
First name
Last name
Email
Password
Continue


Connect with aspiring creative women.
Use our search function to connect with other women who are all aspiring creatives. Here you can find mentors or mentees.
Continue


Use our calendar to Set up meetings.
Once you have connected you can choose to set up meetings using our calendar.
Continue

Mentor or mentee? Why not both?
At Madwomen we encourage people who work as a creative and wants a mentor also help mentor those who are just starting out.
Get started


Being a mentor.
Finding a mentor.
Create account
Mentor or mentee?
Mia Potter
Anna Smith
Log out

Instagram

Target audience

Mentees and mentors with less experience.
Younger women between 18-29.

Content

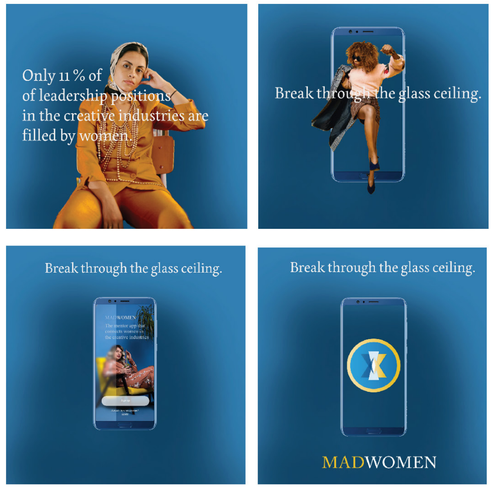
Video animation

Social media	Aim	Objectives
53.6 % women use Instagram. (statista, 2020) Highest user base is between 18-29.	Increase engagement among mentees and women with a couple of years experience. Generate more leads: App install	Engagement per/followers: 60 % Impressions: How many clicks lead to download of app: 600
Strategies	**Tactics**	**Measurement**
Increase customer awareness. Generate app installs and app engagement.	Make an animation that informs of lack of females in the industry. Empowering. The Animation should have confidence and focus on women. Add links from Instagram to app download.	Use Instagram insights to track leads and impressions.

Goal of campaign

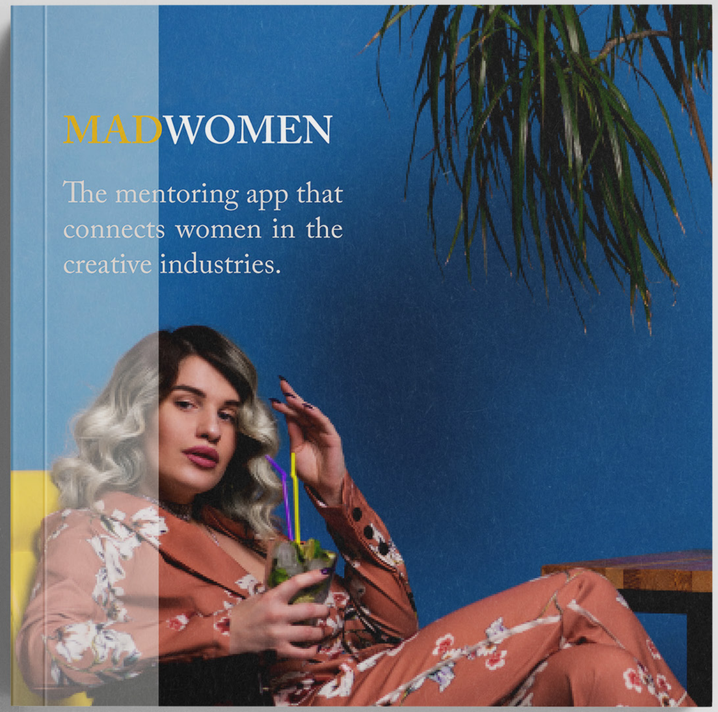
Generate leads	Increase sign up	Brand awareness

Story board showcasing how the video is. Using statistic and empowering message to break through the glass ceiling.



Animation video/ programs used

Id Ae Ps



#92a7da

#92a7da

#92a7da

Typography

The fonts used as part of Madwomens brand have been carefully selected, to represent a classy and editorial look and feel. These fonts represent the core values of Madwomen as a progressive and celebrate brand made by women for women. Madwoman is proud to use fonts exclusively created by women. If Adobe caslon pro is not available it should be substituted with Maiola.

Display font

This font is only to be used for display purposes, on advertisement, badges or marketing material. It should not be used as part of normal paragraphing in the app. As Madwomen wants to have a editorial look and feel, this font can be used to create visually interesting layouts.

Adobe caslon pro - Regular
Adobe Caslon Pro - Italic
Adobe Caslon Pro - SemiBold
Adobe Caslon Pro - SemiBold
Adobe Caslon Pro - SemiBold
Adobe Caslon Pro - SemiBold

THIS IS AN EXAMPLE OF AN DISPLAY FONT

Display font

Headline font

Edita was created by Pilar Cano and can be found on google fonts for easy access when creating the app.

Edita - Book (Primary)
Edita - Bold
Edita - Book italic
Edita - Bold italic

This is an example of a headline

This is an example of a body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baseline font

It is a font great for body text without straining the eye.

Edita - Regular
Edita - italic

24 pt

-Tracking : 30pt
-Leading: 30 pt

16pt

"…….Be a lady they said. Don't talk too loud. Don't talk too much. Don't take up space. Don't sit like that. Don't stand like that. Don't be intimidating. Why are you so miserable? Don't be a bitch. Don't be so bossy. Don't be assertive. Don't overact. Don't be so emotional. Don't cry. Don't yell. Don't swear. Be passive. Be obedient. Endure the pain. Be pleasing. Don't complain…….. "

- Camille Rainville's "Be a Lady, They Said."

Madwomen

OUR NAME

While, The name Madwomen is inspired by the talented women who worked in the creative industry in Madison Avenue, during an era of constant sexism and misogyny. It is also influenced by the contradicting nature of being a women in todays society, and especially the negative connotations and slurs of women as a "madwoman" or "hysterical".

Madwomen believes in the power of reclaiming negative stereotypes and use it to our advantages. As an initiative Madwomen welcomes anyone who identifies as a women or non binary. We just want to give that extra support to encourage women into leader positions, or any position, whatever you feel like.

While we certainly have come a long way , unfortunately research shows that women suffer more from impostor syndrome than men. Especially in creative industries, as it often requires a level of personal exposure.

Its not surprising considering, for along time women have been led to believe whatever we do, we do it wrong. Communicating with other women enables a unique insight into the business and also forms safe space to communicate and culture.

Thank you.

Please get in touch.

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