

# EVA-MARIA JOHANSSON

## CURRICULUM VITAE



### PROFILE

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Action taking, motivated multi tasker and problem solver. A team player who loves a challenge and seeks constant improvement, has great communicational, analytical as well as organisational skills. Positive thinker and a good colleague.

I work with images and pictures and the visual aspect is important to me - always accompanied with by logic, meaning and smart thinking.

### EDUCATION

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#### **UX Designer**, August 2020-May 2022

EC Utbildning, Malmö, Sweden

A 2 year Vocational education focusing on UX Design. Year 1 includes 9 weeks of internship and year 2 11 weeks.

#### Objectives :

Master central design principles to create products with the focus on usability and availability. To explore and analyze user behaviour through qualitative and quantitative research methodology. Working with agile methods and understanding how different target groups work in digital interaction. To create usable design from a commercial perspective.

#### **Programming 1, C#**, April 2020

AcadeMedia YH, Distance Learning, Örebro, Sweden

#### **Project Management in practice**, May 2007

LEXICON, Malmö, Sweden

#### **Fashion Design and Pattern Making**, 2001-2003

ESMOD International, Paris, France

#### **Designer Pronto Moda**, 1999-2001

Accademia Italiana, Florence, Italy

#### **Upper Secondary School**, 1995-1998

Katedralskolan, Linköping, Sweden

Scientific direction

### PERSONAL INFO

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Nationality: Swedish  
Age: 41

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Drivers Licence: B

### ONLINE PORTFOLIO

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eva-maria.se

### SOCIAL MEDIA

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linkedin.com/in/evamariaj



instagram.com/stajlbyem

# EVA-MARIA JOHANSSON

## CURRICULUM VITAE

### SKILLS

MANAGEMENT

ILLUSTRATOR

PHOTOSHOP

INDESIGN

TREND FORECASTING

BRAND BUILDING

MICROSOFT OFFICE

### UX SKILLS

Basic knowledge in:

- UX PRODUCTION, idea to test
- USER INTERFACE
- TOOLS FOR UX PRODUCTION (Figma, Invision, Adobe XD)
- PROGRAMMING FOR UX (HTML, Java, CSS)
- AGILE METHODS & Project Methodology

### EXPERIENCE

**DIGITAL ANALYST**, August 2020 - now (*part time*)

Nivello IT, Malmö, Sweden  
[nivello.se](http://nivello.se)

- Assisting in ad hoc tasks: testing, content for e-commerce.
- Creation of wireframes & mobile prototype for a warehouse scanning system.

**HEAD DESIGNER - FASHION**, September 2018 – June 2020

SPARKZ Copenhagen/ JNG Holding 2012 ApS, Copenhagen, Denmark  
[sparkz-copenhagen.com](http://sparkz-copenhagen.com)

- Creation of 4 yearly womenswear collections, from idea to finished products.
- Sales analysis & collection category planning based on customer needs.
- Trend story telling for EU/US sales teams.
- Daily supplier contacts China/ India/ Italy.
- Managing social media channels (Instagram & Facebook).
- Responsible for managing the B2B and B2C webshops using the Magento and Traede platforms + creating weekly B2B & B2C newsletters. (during 2020)
- *Achievemot*: Giving Sparkz Copenhagen the DNA & look it has today.

**DESIGN MANAGER - FASHION**, July 2010 – August 2018

Soaked in Luxury/ DK Company Cph A/S, Copenhagen, Denmark  
- *The brand was aquired by DK Company from IC Company in 2014.*  
[soakedinluxury.com](http://soakedinluxury.com)

- Rebranded and redefined the DNA of the collections.
- Set a clear strategy for the collections in terms of trends/fabrics etc.
- Managed a team of 5 designers and technicians.
- Developed 6-10 collections yearly, plus seasonal drops.
- Defined the product need and price points for each collection.
- Presented trends and collections to sales representatives, EU team.
- Supplier visits and inspiration trips in Asia/Europe.
- Photo Shoots and campaign planning alongside the Marketing team.
- *Achievemot*: Turned a low performing brand into an international fashion brand with a clear design strategy.

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## CURRICULUM VITAE

### LANGUAGES

SWEDISH

ENGLISH

DANISH

ITALIAN

FRENCH

GERMAN

### ACHIEVEMENTS

#### COSTUME

*Soaked in Luxury*  
"Brand of the year"  
Nominated 2014 & 2017



*Soaked in Luxury*  
"Retail brand of the year"  
Nominated 2012

dansk

*Soaked in Luxury*  
"Best high street brand of the year"  
Nominated 2012

#### SENIOR FASHION DESIGNER, January 2008 – June 2010

ONLY/ Bestseller Fashion Group Ltd, Beijing, China  
[only.com](http://only.com)

- Team leader for development of 6 yearly collections, managing a team of 4.
- Developed new trend concept and colour boards for the design team.
- Presented the trends and collections to the China retail and franchise teams.
- Supplier visits within China and frequent inspiration trips in Asia/Europe.
- *Achievement:* Doubled the sales of leather garments in 1 season.

#### FASHION DESIGNER, December 2004 – January 2008

RockandBlue/ SAKI AB, Malmoe, Sweden  
[rockandblue.se](http://rockandblue.se)

- Designing, sourcing and development for men's and women's leather garments.
- Close contact with selling team all over Europe.
- Sourcing trips and inspiration trips within Europe.

#### FASHION DESIGN ASSISTANT, January – July 2004

H&M Hennes & Mauritz AB, Stockholm, Sweden  
[hm.com](http://hm.com)

- Assistant designer for the segment women's jersey tops.

#### FASHION DESIGN ASSISTANT, June 2003 – December 2003

Yves Salomon, Paris, France  
[yves-salomon.fr](http://yves-salomon.fr)

- Studio assistant for outerwear and leather for the brands Meteo and Yves Salomon.
- Creative and production work for customers like YSL, Nina Ricci and Chanel.

#### TECHNICAL WRITER/ OFFICE ASSISTANT, 1998-99 (full time) & 2004 (part time)

Veriba AB, Linköping, Sweden - Veriba AB was acquired by XLNT  
[xlnt.se](http://xlnt.se)

- Main task: Creating, updating and implementing help-screens and producing a user guide for the financial system Balans, using the tool Doc-To-Help.
- Other tasks: Ad hoc office tasks, amongst others temp receptionist, financial assistant & customer service.