



## Introduction

Anna-Karin is passionate about transforming client goals into well-functioning design, focusing on web, UI and graphic form solutions. With broad experience from a variety of industries and a growing expertise in Webflow, she takes design from idea to delivered website. She combines function and aesthetics to create inclusive user experiences.

Her structure, sense of responsibility and natural ability to lift others make her an effective and inspiring team member.

# 14

YEARS OF  
EXPERIENCE

## Personality



Team player



Curious



Go to person

## Skills

Figma

Webflow

Designsystem

WCAG

Webbdesign

UI-design

AI-driven design

Responsiv design

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Camera Raw

HTML/CSS

Grafisk design

Projektledning

Telekom

Utbildning

Retail

Finans

Marknadsföring

Prop tech

queenslab.co

# Work Experience



## Web design and Webflow development / Scanlube

2024 Q4 - 2025 Q1

Scanlube is a lubricant supplier based in Gothenburg. QueensLab designed their new brand and website.

The goal of the site was to:

- Visually elevate the brand and make it more modern
- Better communicate the importance of lubricants in society
- Attract new employees

Anna-Karin took the lead design role in the web design phase in Figma, and then built the website in Webflow.

The result was a informative, WCAG-compliant website that really highlights the message about how important lubricants are for the world to function. The new website focuses on the employees, which makes it feel more personal and accessible.

Webflow

Web design

Figma

Content strategy

Wireframing

WCAG



## Web design in Webflow / Queensec

2024 Q4 - 2025 Q1

QueenSec is a cybersecurity company. Their new brand and web design were created at QueensLab and their website was developed by Anna-Karin in Webflow. She worked closely with the web designer and the client, which made the process and its iterations very smooth.

The goal of the site was both to sell their offerings and recruitment, so-called employer branding. The result is a solid, clear and informative site that stands out from the crowd, and it has already generated a lot of value in the form of leads and potential employees.

Webflow

Figma

HTML

CSS

WCAG



## Web design, Webflow support role / YEOS

Q2-Q3 2024

YEOS turned to Queenslab for a new brand and a new website. The goal of the website was to strengthen the YEOS brand and attract more people to become members and partners. YEOS was looking for a website that exuded energy, community, joy and ambition. Anna-Karin was involved in the entire process from branding to the finished website. The entire web design was done by Anna-Karin. The website was built in Webflow together with a QueensLab partner, a collaboration in which Anna-Karin learned a lot about the framework, best practice and not least smart tips. The results were a youthful and modern website that has already generated several leads and also received several partner requests.

[www.yeos.se](http://www.yeos.se)

Figma

webdesign

branding

Webflow



## Web design in Webflow / Food and Coffee GBG

Q3 2024 - pågående

@foodandcoffeegbg is an Instagram and TikTok account run by Nikola Zivkovic. Nikola, who runs the accounts, eats out at restaurants and cafes around Gothenburg and tells his 50k+ followers about them. Nikola wants to create a platform on the web where all of his hundreds of places are collected and searchable. There will also be a blog and a section where he writes recommendations. Anna-Karin has worked independently on this project. She started with wireframes, to create a rough structure and sort out the content. She then moved on to creating a new brand look, in parallel with web design in Figma. The Webflow work has also been going on in parallel with the other, and the biggest challenge has been to create a searchable and filterable interface to quickly find the places you are looking for, something that is now in place and works great. The website will be launched later in the spring.

Webflow

Figma

Finsweet

CSS

HTML

Sök & filtrering



## Web design in Weflow / Automates

Q3 2024

The work on Automates' website was a quick job to get the site in place. It is built from scratch in Webflow and highlights the client's brand and offers in a good way.

[www.automates.se](http://www.automates.se)

Webflow

Figma

CSS

HTML



## Graphic designer / Belid

2023 Q3 - ongoing

Belid is an established armature and light designer and producer in Sweden. Their brand breathes quality, design, and proud craftsmanship. Anna-Karin's role is to design brochures for the sales team and for display in the shops all around Sweden. She also designs adverts that are published in SvD, Tidskriften RUM and Elle Decoration.

Trycksaksdesign

Originalarbete

Annonssdesign

Broschyrdesign

Grafisk design

InDesign

PhotoShop

Varumärkesarbete



## Consultant: Teacher / YRGO / QueensLab

2024 Q1/Q2

For about 10 weeks Anna-Karin was a consulting teacher for a UX class at YRGO. The main focus was to teach Figma at beginner level. She also held classes in WCAG principles, and how to deliver a great handover to a developer team. In parallel with that, she was also the students' tutor in Figma, supporting them in their projects.

Föreläsningar

handledning

presentationer

utvärderingar

ge feedback och konstruktiv kritik



## UI Designer / Zooma

2023 Q4 -2024-Q2

Anna-Karin was working with Zooma creating a Knowledge Hub for their client, which is a company that are experts in protective workwear. The hub is built in Hubspot and is an addition to the main site. The goal was to further establish the company's expertise in the field, generating more inbound sales. Anna-Karin's role involved web design, UI, illustration, and design system creation. She worked closely with the developer team and ensured that handover worked as smoothly as possible with a well-structured Figma file and clear documentation of functionality and behavior. Included in the assignment was also to create designs for downloadable content offers as well as designing icons and illustrations from scratch.

Figma

UI design

web design

Inbound sales design

content offer

illustration



Consultant: UI designer / Wireless Car / QueensLab

2023 Q2-Q3

Anna-Karin was part of a small team that created a new design system for Wireless Car. This system will serve as a boilerplate for all Wireless Car's future App, Web, and UI designs.

The workflow consisted in large of creating new design components in line with the new style and colors, testing them in design mockups, and sync them with ZeroHeight; a digitalized brand portal.

The design system consists both of brand guidelines like typography and colors, as well as detailed and sometimes complex UI components, naturally following WCAG standards for accessibility. A well-functioning design system is constantly evolving, developing, and growing. Therefore it is built in such a way that it can easily be updated and tweaked and used for many years to come. Documenting every aspect of the design system to secure correct usage is of course essential.

During the process, Figma launched variables. Using variables instead of fixed design styles has improved the way of working with different color themes greatly and improved the level of flexibility even further.

UI Design

Figma

ZeroHeight

Component design



Consultant: Teacher / YRGO / QueensLab

2023 Q1/Q2

For about 12 weeks Anna-Karin was a consulting teacher for a UX class at YRGO. The main focus was to teach Figma at beginner level. She also held classes in web designing, WCAG principles, and how to deliver a great handover to a developer team. In parallel with that, she was also the students' tutor in Figma, supporting them in their projects.

Föreläsningar

handledning

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ge feedback och konstruktiv kritik



## Consultant: Design lead, UI designer / Zooma/QueensLab AB

2021 Q2 - 2023 Q1

Anna-Karin has been working on various interactive demo projects where the end client is a global telecom company. Interactive demos can be used to demonstrate a new technique or solution for their end client; telecom operators.

Every year in the end of February the Mobile World Congress (MWC) takes place in Barcelona. Zooma produces multiple projects during the winter. Anna-Karin has been a design lead and project manager in nine of them this season. All nine projects were successful. A project like this typically involves wireframing, content structuring, prototyping and design, not to mention a great deal of communication and coordination. Designs can vary between resembling complex system GUIs, explaining and visualizing brand-new techniques in connectivity or simply working as sales material. Anna-Karin has been able to navigate high demands on technical precision and brand compliance, working closely with international engineering teams in complex iterative processes. Being a designer in a project like this puts you in the center of communication between the customer, the project lead, and the development team. To be able to design and communicate in a structured and efficient manner is crucial to avoid misunderstandings and to make the process as smooth as possible. Anna-Karin has a basic comprehension of the development side of design, which is useful in handovers. Especially in a time-critical phase of the project and if many projects at the same time.

Content structuring

Wireframing

Prototyping

UI Design

GUI Design

Figma

PhotoShop

Illustrator

Illustration

Project Management



## Consultant: Teacher / YRGO/QueensLab AB

2022 - Q2

During about 5 weeks Anna-Karin was a teacher for a UX class at YRGO. Her main responsibilities were to give classes about web designing, WCAG principles (together with a colleague) and how to deliver a great handover to a developer team. She was also the students' tutor in Figma, supporting them in their projects.

Föreläsningar

handledning

presentationer

utvärderingar

ge feedback och konstruktiv kritik



## Consultant: Web designer / Belid/QueensLab AB

2021 Q2 - Q3

In the Belid project, Anna-Karin was part of a small design team that created Belid's new website from scratch. Based on the Art Director's sketches of look and feel, Anna-Karin and the team developed all views for the different pages. Since Belid is a product page with a large assortment of lamps, it was important to be able to easily search and filter different criteria for finding relevant products. Furthermore, Belid wanted the light, airy and elegant feel of their new brand to be consistent throughout the design. Balancing wishes and requirements from the customer, with what is a good and responsive web solution in practice, is part of the web designer's challenge. The result was a modern, fresh website that highlights the products in an elegant and stylish way. Working in a structured and clear way to make it easier for both customers, design teams and development teams is of great importance in large projects, and is natural to Anna-Karin.

Webbdesign

UI Design

Responsiv design

Figma



## Consultant: Web designer / PE Accounting/QueensLab AB

2021 Q1 - Q2

Anna-Karin was part of a team creating PE Accounting's new website from scratch. Based on the graphic profile and art director's design sketches, she and the team worked out a look and feel that conveys PE Accounting's message about a modern and smart accounting service with AI technology. Balancing wishes and requirements from the customer, with what is a good and responsive web solution in practice, is part of the web designer's mission. The result was a modern-looking new website. Working in a structured manner to make it easier for both customers, design team and development team is of great importance in large projects, and is natural to Anna-Karin.

Figma

Illustrator

webbdesign



## Consultant: Design/Art director / Zooma/QueensLab AB

2021 Q2

Anna-Karin is regularly involved in projects for Zooma, with a global telecom company as the end customer. This project was about producing storyboards for two informative films, together with a team. Apart from illustrating the storyboard, she also created the still image graphics as a basis for animation. In addition, Anna-Karin designed infographics in the form of interactive PDFs to explain and dispel myths in a special field within telecom, as well as creating still images used on the web. All according to the strict brand guidelines.

Figma

Adobe Illustrator

Storyboarding

Illustration

Infografik

Stillbildsproduktion



Consultant: Designer/Art director / Zooma/QueensLab AB

2021 Q2

Anna-Karin is regularly part of various design processes for Zooma, which has a global telecom company as an end client. During this period, she and a team have developed a storyboard for an informative film in a certain complex technology, and later illustrated still images for animation, according to the company's strict graphic manner. Technical complexity in an aesthetically pleasing way. As part of that chain, it is important to work as methodically as possible so that the work for the animator is frictionless.

Figma

Adobe Illustrator

Storyboarding

Illustration

Infografik

Stillbildsproduktion



Consultant: Teacher / YRGO/QueensLab AB

2021 Q1

For two weeks, Anna-Karin has been teaching UX students at YRGO. The first week a lecture "Designing for the web" as well as guidance and feedback on their tasks. The second week she taught the design program Figma and supervised and guided the students in the task. Anna-Karin was responsible for the planning that week and also for producing a relevant task which was then reported at the end of the week. Everything was online-based.

Figma

Google meet



Consultant: Designer/Art director / Zooma/QueensLab AB

2020 Q4 – 2021 Q1

Anna-Karin has been working on various interactive demo projects where the end client is a global telecom company. Interactive demos can be used to demonstrate a new technique or solution for the end client; telecom operators. An interactive demo project typically involves wireframing, content structuring, prototyping and design. Designs can vary between resembling complex system GUIs as well as producing sales material. Anna-Karin has been able to navigate high demands on technical precision and brand compliance, working closely with international engineering teams in complex iterative processes.

Figma

branding

Illustrator

wireframing

UI.





## Consultant: Design & illustration / Zooma/QueensLab AB

2020 Q4

Together with an animator, Anna-Karin created a 2-minute film that presents a methodology in telecom. She produced storyboards and illustrated still images to be animated animation and collaborated tightly with the animator. The result was a stylish and informative film that follows the strict graphic guidelines for the end customer's brand.

Figma

Illustrator

Storyboarding



## Consultant: Design & Illustration / Zooma/QueensLab AB

2020 Q3

Anna-Karin is part of a team that produces animated product films for a global telecom company. Anna-Karin's role in that process is to illustrate still images in Illustrator as a basis for animation, according to the company's strict graphic guidelines. Technical complexity in an aesthetically pleasing way. As part of that chain, it is important to work as methodically as possible so that the work for the animator is frictionless.

Figma

Illustrator

storyboard



## Consultant: Web design and illustration / Viseo/QueensLab AB

2020 - Q2

Anna-Karin was part of a team creating Viseo's new website and visual identity. The client wanted to create a playful and unique look to convey their vision. The team created wireframes and web design as well as vivid illustrations. Viseo's website is large with many unique looking subpages, and to keep the large work files very structured was key, not only to create a smooth work flow within the team, but to ensure that the handover to the development team would be as smooth as possible.

Figma

Illustrator

Illustration

Branding



## Consultant: Designer / QueensLab

2017 -

Anna-Karin has been a lead designer in a variety of inhouse projects for a wide range of clients within life science, new technology and innovation, hospitality and travel industry. The projects range from focusing mainly on UX/UI and web design, to graphic design projects involving everything from a logo design to printed material. Figma has, with all its possibilities, become the go-to software for Anna-Karin, and she develops daily in it.

Webbdesign

Grafisk design

Interface design

UX/UI

Adobe CC

Figma

## Consultant: Web Designer and Art Director / Galantus/QueensLab AB 2020 - Q1

In this project, Anna-Karin created web design, graphic design and branding for Galantus new website. There was a great focus on the level of detail in this design, and Anna-Karin worked closely with the front end developer to get everything just right. Anna-Karin also developed a graphic profile as well as unique icons for their services during the course of the project as that need arose. Selection of imagery and image processing were also included. The design prototype was created in Figma.

Figma

grafisk design

Illustrator

prototyping

UI

webbdesign

## Consultant: Art Director and UI Designer / Zooma/QueensLab AB 2017 Q3 - 2023 Q1

Anna-Karin has created UX, interface design, and layout for both digital and print media—interactive demos, infographics, sales presentations etc. The end-client has been a global telecom company. Anna-Karin has been working as a part of the Zooma team alternatively full-time and part-time, depending on the client's need. She has been able to navigate high demands on technical precision and brand compliance, working closely with international engineering teams in complex iterative processes.

Figma

Sketch

InVision

Adobe Creative Suite

prototyping

graphic design

layout

illustration.

## Consultant: Web designer/graphic designer / Emotra/QueensLab AB 2018

Emotra is a LifeScience company that works with a technique to help identify mental health problems in patients. Anna-Karin designed Emotras website and presentations. She also created scientific illustrations and layout for documents explaining Emotras' Edor product.

Sketch

Indesign

Illustrator

Web design

## Consultant: UX/UI Designer / Raybased/QueensLab AB 2018 - Q4

Anna-Karin co-created user interface for a progressive web application which makes it possible to control, monitor, and optimize all electrical functions in a building, such as heating, ventilation, lighting, and security systems.

Sketch

InVision

prototyping

app design



## Consultant: Designer / Falksalt/QueensLab AB

2018 - Q4

The assignment was to produce a concept and branded content for Falksalt's exhibition area at a large exhibition in Paris. It needed to have an exclusive and inviting feel to it. Great focus was placed on the concept idea with everything from the decor and interior design to imagery. Anna-Karin designed two large photo walls for the purpose.

Indesign

Photoshop

Illustrator

Sketch



## Consultant: Web designer / Finwire/QueensLab AB

2017 - Q3

In a team with a front end developer, Anna-Karin created the design for Finwire's website. Anna-Karin's role was to start with wireframes as a first step, and then to design the full responsive experience for the site. Anna-Karin worked closely with the developer to get the desired result look. The result was a custom made CMS with a custom design.

Sketch

Web design

Responsive design



## Consultant: UX/Designer / Guldhäftet/Evolve/QueensLab AB

2018 - Q1-Q2

Guldhäftet is a mobile discount application for local companies within the restaurant, hotel, shopping and sport/health field. It needed a full restructure and rebranding, so they turned to QueensLab for UX and design. Anna-Karin worked as the only designer in the project which was developed by Evolve. Since the app was to be fully restructured, Anna-Karin started with a rough interactive wireframe prototype and so the iterative process started. Once the logic and structure was decided upon, Anna-Karin designed the new look and feel which resulted in a modern looking and inviting app.

Sketch

Prototyping

Wireframes

App design

Branding



## Graphic designer and web designer / Self Employed at Creativo Design

2012 - 2017

Most of the projects were web design in WordPress, designing websites for small to middle-sized companies. Focus was on responsive design, usability and security. Other tasks included creating graphic profiles, logotypes and print (exhibition material, business cards, posters, folders and similar). Anna-Karin has also used her skills in photography and photo editing.

Graphic design

web design

logo design

Adobe Creative Suite

# Education



Graphic technology / Högskolan Dalarna  
2008-2009



Digital media design / Örebro Universitet  
2005-2007

queenslab.co