



ESTHER LINDFORS

DIGITAL DESIGNER



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estherlindfors.com

EDUCATION

KRISTIANSTAD UNIVERSITY

Kristianstad
Digital Design (BSc)
2022 - 2025

KRABBESHOLM HOJSKØLE

Danmark, Skive
Graphic design
2022 - 2022

SKILLS

CREATIVE CLOUD

Photoshop, InDesign, Xd,
Illustrator, Premiere Pro,
and basic knowledge of
After Effects.

TOOLS & TECH

Figma, HTML & CSS,
Inventor, AutoCad,
Final Cut Pro, and basic
understanding of PHP,
Python, and Javascript.

LANGUAGES

Swedish (Native)
English (Cambridge
Certificate C1)

WORK EXPERIENCE

UX-DESIGNER (FREELANCE COMMISSION))

Mgmt | 2025

Responsible for Mgmt's new digital identity and website – from concept to finished product in Webflow. The work included research, UX design, visual communication, and technical production.

- **UX & Content:** Designed information architecture, site structure, and storytelling focusing on user flows and CTA logic.
- **Visual Identity:** Created a new graphic profile including logotype, color palette, typography, and image guidelines.
- **Webflow:** Designed and built the website with a responsive layout, interactive sections, and CMS.
- **Branding:** Ensured the holistic design reflected Mgmt's values and tone of voice.

UX AND WEB DESIGNER (INTERNSHIP)

Avitus IT | 2025

Participated in two projects focusing on UX and frontend development.

- **Mathify (UX):** Conducted research, wireframing, and prototyping in Figma. Developed visual identity, user flows, and gamification elements. Performed user testing and iterated on the design.
- **Helsingborgs Handelsförening (Frontend):** Implemented Figma designs in SvelteKit and Tailwind. Worked on responsiveness, accessibility, and component structure.
- **Process:** Collaborated with developers in an agile environment using Git and continuous design iterations.

DIGITAL SALES

Kvdbil | 2020-2025

Worked within the digital sales chain focusing on customer experience, business flows, and effective administration.

- **Business Flows:** Managed leasing and loan cases, transport logistics, bookings, and powers of attorney.
- **Sales & Advisory:** Sold add-on services and supported customers in vehicle selection and digital purchase flows.
- **Problem Solving:** Managed cancellations, brokerage, technical inquiries, and business challenges with a focus on a smooth customer journey.