

Kim Rogvall CV

Visual Designer / Graphic Designer / UX Designer

Stockholm, Sweden

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PROFILE

Visual Designer and Graphic Designer with extensive experience in digital and print communication, complemented by formal education in UX Design (*Hyper Island* 2024–2025). Experienced in working within large organisations, including *Electrolux*, and cross-functional teams. Comfortable bridging visual design, UX and digital production.

CORE SKILLS

Design & UX

- Visual Design
- Graphic Design
- UX Design
- UI Design
- Interaction Design
- User-Centred Design
- Accessibility Design (WCAG 2.1)
- Design Systems
- Wireframing & Prototyping

Tools

- Figma
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat

Additional

- Digital Production
- Print Production
- Brand Guidelines
- Cross-functional Collaboration
- Concept Development

PROFESSIONAL EXPERIENCE

Visual Designer / UX Designer

Electrolux | 2016–2023

- Visual and user-centred design for digital platforms
- Worked within global brand guidelines and design systems
- UI component and template design
- Close collaboration with developers, product owners and stakeholders
- Strong focus on accessibility and usability
- Production of both digital and print materials

Graphic Designer / UX Designer

All That Media | 2012–Present

- Graphic design for digital and print communication
- UX and UI design for client projects
- Layout, typography and visual identity work
- Client collaboration, concept development and production

Graphic Designer / Final Artworker

Locomotiv Action Marketing AB & Grow | 2006–2009

- Production of marketing and campaign material
 - Print-ready artwork and layout
 - Adaptation of material across multiple channels
- Instructor – Adobe InDesign, Photoshop & Acrobat

Kim Rogvall

Berghs School of Communication | 2005–2009

- Teaching graphic design and production workflows
- Development of course material

Graphic Designer / Self-Employed

Stockholm | 1998–Present

- Visual communication and graphic design consultancy
- Digital and print production
- Projects for public sector, education and cultural institutions

EDUCATION

UX Design – *Hyper Island* | 2024–2025

Digital Interactive Learning Media (73 ECTS) – *Stockholm University*

Advanced Typography Studies – *Tollare Folk High School*

Additional studies in music and creative disciplines

SELECTED CLIENTS

- Electrolux
- The Swedish Police Museum
- Swedish Travelling Exhibitions (Riksställningar)
- Forum for Living History
- Swedish Radio – Children's Web
- Modernista
- Nørhaven Paperback
- Berghs School of Communication

REFERENCES

Available upon request.