

Vida Seraphina Ott

Strategic digital & brand designer & project manager

Contact

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vidaseraphina.dk

Skills

Design

Digital design

Brand design

Human-centered design

User experience design (UX)

User interface design (UI)

Project management

Workshop facilitation

Design thinking methodology

Co-design & participatory design

Problem-solving

Ideation & conceptual development

Software

Adobe Creative Suite

Figma

Keynote

Miro

Soft skills

Creative

Structured

Proactive

Solution-oriented

Empath

Innovative

Communicator

Collaborator

Presenter

Change-maker

Language

Danish, native

English, fluent/professional

Profile

Hey, I'm Vida! I am a problem-solver, ideator and communicator, I love working in a team and using design thinking methodology and user-centred processes to create solutions and positive change in the world.

Experience



Design Consultant – Normstormerne

Normstormerne, København, mar 2023–nu

- Brand strategy & visual identity design
- Workshop facilitation & co-creation
- UX design processes (Empathy maps, flowchart, user journey maps, etc.)
- Figma (wireframes, mockups, prototyping)



UX/UI designer & project manager – Girl Power

Girl Power, Helsingør/remote, jun 2022–nu

- Redesign of visual identity & brand design
- UX-processes, UI & website design



Graphic & digital designer – SF

SF/Green Left, Christiansborg, Copenhagen, sep 2022–apr 2023

- Developing communications and campaigns for the Danish parliamentary election 2022 and EGP Congress Copenhagen 2022
- Responsible for SF's visual identity and creative design initiatives
- Transforming complicated political material into strong visuals, motion graphics, and impactful stories
- Creative strategy, brand design and communication



Communication & DEI research – Unconform Studio

Unconform Studio, Netherlands/remote, jul–sep 2022

- Administration & curation of newsletter, website & SoMe
- Content creation, copywriting & strategy for SoMe
- Research on DEI (Diversity/Equity/Inclusion)



Volunteer – CGAP

Centre for Gender & Politics, India/remote, may–jun 2022

- Promoting gender equality through an educational digital publication

Digital designer & brand designer

Freelance, sep 2021–now



UX/UI designer – DigiHUB

DigiHUB, Kolding, feb–aug 2021

- Empathy mapping, journey mapping & user flows
- Information architecture, wireframes & prototyping
- UI & digital design
- User testing (Cognitive walkthrough, heuristic evaluation, interviews)



Design intern – TV 2

TV 2 Marketing, TV 2, Odense, aug–dec 2020

- Brand design, motion graphics & digital design
- Workshop facilitation & co-creation

Education



Project management

Aarhus Business College, Aalborg, apr 2022



Communication design

Designskolen Kolding, Kolding, 2018–2021