SKJOLD ELBRØND

SENIOR DIGITAL DESIGNER & ILLUSTRATOR



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PROFILE

Designer and illustrator with more than ten years in UI, brand, illustration and motion at Framna, Valtech and Wunderman Thompson. I'm a UI designer with a pencil behind my ear. I build the components and colour systems a product needs, and if the system is missing an icon or a character, I draw it myself. For three years I led Framna's Danish design team while staying hands-on, on projects like Ally, imCORE and a live app redesign for PureGym. Before design I ran a restaurant kitchen on shift and wrote an MA in art history, which is where the calm and the overview come from. I do my best work when the people around me are doing well, and I like helping to make a workplace a good one to be in.

CORE SKILLS

- **UI design and design systems.** Component libraries in Figma with auto layout and variables on nearly every project, colour systems and clickable prototypes sent straight to clients like Ally.
- **Brand into product.** Turned PureGym's new global guidelines into colours, typography and components for a live app, and built the brand for my own poster shop TPiYA from scratch.
- **Illustration and characters.** Icons, characters and whole worlds, from released album covers to icons for TrygFonden's SejlSikkert app and the neighbourhood map for Carlsberg Byen.
- **Leading designers.** Set the design guidelines together with the team so everyone owned the direction, and paired newer designers with experienced ones so nobody drowned.
- **Motion.** UI flows, banners and social ads in After Effects, plus Lottie animations for app icons.
- **Print and layout.** Trained media graphic designer, with roll-ups, posters and album packaging behind me.

EXPERIENCE

Design Team Lead (Creative Team Lead)

Framna, formerly Shape | April 2023 – July 2026

Hands-on designer on client projects while leading the Danish design team, with responsibility for wellbeing, professional direction, salary and performance.

- Led 8 designers and helped grow the team from 6 to 9. Set the design guidelines together with the team and ran illustration workshops
- Lead and sole designer on PureGym's app redesign, the old Fitness World app in new global branding, incl. colour guide, typography, components and my own illustrations and icons for the Scan QR flow. The app is live
- Gave each content type in Aller Media's media app Ally its own universe within one shared structure, and sent clickable prototypes straight to the client
- Designed apps and digital products for clients incl. imCORE (Roche's oncology research network), Novo Nordisk, Frihedsbrevet, PlusKort and farmBackup
- Concept and UI for a mobile banking pitch

Marketing Intern

e-mærket | February – March 2023

- Illustrated a poster series for the meeting rooms based on the values "ambitious", "responsible" and "curious"
- Keyword analyses and SEO suggestions after a CBA course in e-commerce, SEO and crisis communication

Digital Designer

Wunderman Thompson MSC | August 2021 – August 2022

- Animated banners and social ads for The Times and The Sun (News UK) in collaboration with a London agency
- Drew my own illustrations and characters for the animated ads
- Animated the letters N and O for the agency's internal letter design challenge

Media Graphic Designer Apprentice, Graphic Designer & Illustrator

Valtech | April 2017 – July 2020

- UI and parts of the UX on Coloplast's BodyCheck, a self-assessment tool for ostomy users that is still in use in Denmark
- Brand identity for a Visit Copenhagen app, components for Alcon's multilingual corporate website and page designs in Nybolig's design system
- Icon libraries, illustrations and logos, incl. icons for TrygFonden's SejlSikkert app and the interactive neighbourhood map for Carlsberg Byen
- Illustrated and designed the Valtech Vantage roll-up for a trade show
- Played an animated role in pitches to new clients and delivered motion graphics on many projects

Kitchen Lead & Chef

Restaurant Bones | 2015 – 2017

Ran the kitchen on shift while cooking myself, with responsibility for staffing, hiring, ordering and production.

Freelance Designer & Illustrator

Skjold Elbrønd / Take Part In Your Art | 2012 – present

- My own poster webshop TPiYA, started in 2016 with my brother. Full brand and a modular illustration system of letters and Nordic animals, from customer dialogue to print and shipping
- Album covers released on Spotify for Monkey Okay ("Monkey Okay", 2015, and "Cancerman", 2016) and Vox 11 ("Home for Christmas", 2015), plus identity, merchandise and logotype for Monkey Okay
- Characters and scenes for MusikFuglen's musical children's universe since 2025, with one published picture book and a second on the way
- Web design for Nørrebro Lokaludvalg, poster and drawing workshop for Børn på Flugt and a logo for Restauratørforeningen in Esbjerg

EDUCATION

MA in Art History · Aarhus University · 2007 – 2011
BA in Danish Language and Literature · Aarhus University · 2005 – 2007
Media Graphic Designer (vocational degree, grade average 11.2) · NEXT Copenhagen · 2017 – 2020
E-commerce, SEO & Crisis Communication (grade 12) · Copenhagen Business Academy · 2022

LANGUAGES & TOOLS

Danish (native), English (working language for approx. 7 years at Valtech, Wunderman Thompson and Framna)
Figma, Adobe Illustrator, InDesign, After Effects, Lottie, PowerPoint, Keynote, Sketch, Claude, Cursor

REFERENCES

Available on request.