

# SAGA KRÜSELL

## PERSONAL LETTER

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Hello, my name is Saga.

I am a multidisciplinary designer looking for my next challenge. I'll start this letter by telling you a bit about my background and then move on to tell you what I can offer your business.

### **My background**

I graduated from Forsbergs graphic design program in 2018. After spending some time abroad, I returned home in the fall of 2020 and started freelancing. One of my first clients was a tech startup called FYEO. The work began with small tasks like animations and pitch decks. However, as the company grew, so did the workload, and in 2021, I began working as their Head of Design on a contract basis. Initially, my work focused on product design, but it gradually shifted more towards marketing (B2B and B2C) as the products were finalised. During these years, I also received requests from other clients, so I have been handling other freelance projects alongside my work at FYEO.

### **What can I offer you?**

#### **Broad competence:**

Because I come from a freelance background I've worked very broadly. In all of my projects, I've been responsible for the entire design process from concept development to production and delivery. I've worn many hats and have worked with both digital and print media in large and small formats. I'm well-versed in adapting content to different channels, mediums and formats.

#### **Solution-oriented and driven by learning:**

When I started working for FYEO I had never done any digital design. My education was mostly centred around brand design. However, I was told that if I learned Figma and UX/UI design they'd have a lot of work for me. So I learned it. This is how I work. There is no task that can't be solved, I just need to figure out how to do it. Furthermore, it's important for me to stay flexible and up to date with the constantly evolving technology as I believe that's the only way to maintain a successful career in this day and age.

#### **Responsible and organised:**

Having started my career as a business owner I've developed strong organisational skills. For the past 3 years, my daily work has consisted of handling multiple projects for multiple clients simultaneously, all while handling my company's administration.

#### **Communicative:**

Effective communication and building relationships with end clients have been crucial for my business, as many of my assignments have come through referrals. I am skilled at translating customers' abstract ideas into concrete design concepts. I am also used to advocating for and explaining my design decisions. My golden rule has been to never deliver anything until both the client and I are satisfied.

### **What am I looking for right now?**

Although the freedom of being a business owner is enjoyable, I have missed being inspired by and exchanging knowledge with others in my field. My goal is to find a company where I can stay for the long term and where there are opportunities for growth within the organisation. However, I am always open to new opportunities, so if you're looking for a freelancer for your next project don't hesitate to contact me. I'm looking forward to the opportunity to further discuss how I could contribute to your team or your project.

Best Regards

Saga