

# LINDHA BOBERG

creative & illustrator

2015

PO Box 23003, Cincinnati, OH 45223  
p 513 202 3572  
e lindha@lindha.com  
u folio.lindha.com lindha.com

## Skills

Art Direction, Illustration, Creative Development, Concept Development, Design Leadership, Information Architecture, Wire Framing, Interaction Design, User Interface Design, User Experience, Advanced CSS HTML5, Graphic Design, Mobile Design, User-centered Design, User Scenarios, Ideation and Design Strategy.

## Professional Experience

### Creative/Partner

Studio Elsa

An exploration in freelance opportunities with a concentration on expanding my creative side and working on projects that I love.

### Sr. Designer/Web Development Director

Topic Design Group

Lead for new media and traditional print with extensive experience of art direction, project management, creative and concept development, graphic design, information architecture, wireframe development and user interface design.

### Graphic Designer

n3sport ab

Managed all elements of workflow including designing original concepts and supervising production of finished work.

### Prepress/Design Trainee

Ateljé Bredgränd

Engaged as an art worker to utilize practical knowledge of graphic design, illustration, image editing, prepress, and web production.

### Lecturer

Idékraft

Presented a workshop on the fundamental elements of typography and layout.

## Clients

CityBeat, Midpoint Music Festival, Saatchi & Saatchi X (P&G), Fisher Design, Indiana Insurance, Avery Graphics, Eastway Behavioral Healthcare, LifeCenter, City of Cincinnati and many more.

## Notable Accomplishments

Editorial illustration for "Dreamlines," an article exploring dreams. **A-line Magazine**

Art direction and development of a-linemagazine.com. **A-line Magazine**

Development of SEkit - an open source CMS. **Studio Elsa**

Conceptual idea and illustration for Over-the-Rhine holiday campaign. **OTR Chamber of Commerce**

CSS3/HTML5 mobile advertisement framework (Dunkin' Donuts, Lexus, others). **Mike Zitt Inc.**

Art direction and development of MPMF.09-10 and live.mpmf.com (Twitter visualizer). **CityBeat**

Art direction on "One organ donor can save 8 lives" campaign and lifepassiton.org. **LifeCenter**

Design of in-store tactics and collateral for Prilosec. **Saatchi & Saatchi X (P&G)**

Editorial illustration for article on use of blogging and blogging real-estate salesmen. **Z!nk Magazine**

Design production for the book *Wingspan*, a history of Paul McCartney's group Wings. **Little, Brown & Company**

Content page illustration for the issue themed 'New Beginnings'. **MacUser, uk**

## Education

Uppsala, swe  
New media and traditional graphic design.

Sundsvall, swe  
Social studies with emphasis on graphic and fine arts.

## Born

2010

2007

2005

2000

1995

1975