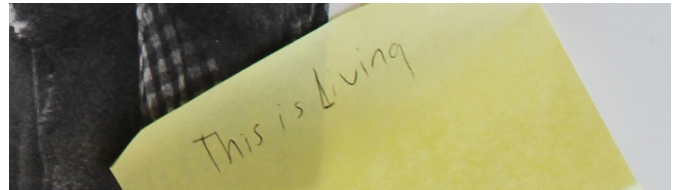


# (CV) Silja Haddal Mork

## Graphic Designer



### Work Experience

#### Graphic Designer, Digital Marketer and Illustrator

*Self-employed, Oslo + Ulsteinvik, NO + London, UK  
July 2006 - present*

I am currently based in Oslo, freelancing full-time as a graphic designer, art director, digital marketer and illustrator. I have worked for clients such as Universal Music, Honda UK, Nokia, ODA Inspiration Day, CEO Commitment, Musea i Sogn og Fjordane and the municipality of Oslo. In the UK I worked on a freelance basis for the agencies Nexus/h (now Southpaw), Small Japanese Soldier (part of Clinic) and NOAH London.

In addition to graphic design, I enjoy working with social media, content marketing, PR, copywriting and digital marketing. These interests reflect my past roles as a digital marketer, marketing project manager, magazine editor and marketing communications specialist.

I am a frequent guest-lecturer at Noroff School of Technology and Digital Media campus Oslo's Front-End, Digital Marketing and Graphic Design courses. The subjects I have covered are graphic design, front-end, Adobe Illustrator and Photoshop, advertising, digital marketing, UX/UI and copywriting for the web. In August 2020, Tine Isachsen and I taught a weekend course in digital self-promotion and Adobe Photoshop/InDesign for artists at Møre og Romsdal Kunstsenter in Molde. In addition, I have guest-lectured at Norwegian art school Ytre Kunstfagskole several times, teaching graphic design and Adobe software as well as digital self-promotion for artists (websites and social media).

“This is life,  
this is living”

*Allo Darlin'*

#### Digital Marketing Lecturer

*Noroff School of Technology and Digital Media, Oslo, NO  
July 2020 - July 2022 (promotion from previous position)*

20% position as Digital Marketing Lecturer at Noroff School of Technology and Digital Media's Oslo campus. I taught on the Digital Marketing course, covering subjects from creativity/idea generation and UI/UX through to Adobe Photoshop/Illustrator/InDesign and design for social media. In addition, I was tutoring, marking and providing general study support.

#### Digital Marketing Study Support

*Noroff School of Technology and Digital Media, Oslo, NO  
January 2020 - July 2020*

See description above for “Digital Marketing Lecturer”. I had the same responsibilities, but a different job title.

#### Marketing Communications Specialist

*Schneider Electric, Oslo, NO  
December 2018 - August 2019 (promotion from previous position)*

I was the marketing project manager for the company's secure power division and projects for other business units. In addition, my main responsibility became idea/content creation; graphic design and copywriting/translation combined with digital marketing tasks (social media posts etc.). I added subtitles to videos, wrote press releases and coordinated PR activities. In my new role I continued to mentor the graphic design trainee.

#### Marketing Project Manager

*Schneider Electric, Oslo, NO  
September 2017 - December 2019*

I started at Schneider Electric as a temp in September 2017 and my role became permanent in March 2018. As a part of the MarCom team I worked with colleagues from across the company on various marketing, content and design tasks.

Responsibilities included: Marketing project management, graphic design, copywriting, proofreading, translation (English and Swedish to Norwegian), concept generation, organising fair stands and webinars, content production for social media, marketing automation, writing press releases and newsletters, creating Facebook ads, mentoring a graphic design trainee, photography and retouching, filming and editing, liaising with ad agencies + various digital marketing tasks.

#### Digital Marketer

*Ekornes Beds AS, Fetsund/Greater Oslo Area, NO  
March 2016 - July 2017*

Extended maternity cover, working on copywriting, website editing, translation and graphic design projects. One of the main responsibilities was to keep the company's Svane brand website up to date, including editing the content in the CMS system SiteCore and writing copy in Norwegian and English.

I ran and executed the company's first SEO project in order to improve our website's Google rankings and ran the company's Youtube channel. I developed new concepts for the company, such as the newsletter and an interview series with employees, from text through to layout. I developed ideas for the marketing of the Svane brand and liaised with advertising and communication agencies. In addition I liaised with the sales reps and managers at our European offices as well as chains such as Skeidar, Møbelringen, A-Møbler and Drømmeland (Denmark) regarding design and text. I wrote and designed PowerPoint presentations (in Norwegian and English) and updated the intranet and information screens. I prepared, updated and distributed iPads with the Svane app to our international markets.

## Media Design Lecturer

Høgskulen i Volda (Volda University College), Volda, NO  
August 2013 - August 2015

As a media design lecturer at Volda University College (Department of Media, ICT & Design) I taught courses in graphic design (including design thinking and typography), web design, the Adobe design software, app design, art directing, creating online campaigns (including viral marketing and social media strategies). Spring 2015 I developed and led the Creative Commercial Photography subject, all teaching in this subject was in English due to it being open for international students. In addition to leading the subject I taught pre- and post-production as well as art direction/concept development. In this subject I also booked and hosted international guest lecturers (Skype lectures and live workshop) and led daytrips/photoshoots in city and countryside locations.

## Graphic Designer and Magazine Editor

London United Busways Ltd, Greater London, UK  
February 2009 - December 2012

I developed campaigns through concept generation, copywriting, imagery and design. In addition I maintained the website and intranet, created Power Point presentations and rebranded all collateral. Further responsibilities included customer service (front-desk work, incoming customer calls) and responding to press enquiries. As a member of the environmental committee, I worked on awareness campaigns and projects aiming to reduce the company's emissions and energy consumption. I organised the annual awards dinners from planning stage to end, made the designs/visual identity, interviewed and photographed nominees, wrote the presentations and liaised with the venue.

As the editor I was responsible for the layout of the internal magazine, undertaking a complete redesign in 2011. I sourced stories, briefed journalists/photographers and edited and proofread the copy. I took some of the photos and wrote some of the articles.

## Graphic Designer (freelancer)

Nexus/h (now Southpaw), Royal Tunbridge Wells, UK  
August 2008 - November 2008

Freelance contract where I made designs and concepts for Honda Europe's 2015 promotions strategy, as well as designing DM + POS and redesigning car brochures for Honda UK. Other accounts I worked on were Club 18-30, Mondial Assistance and King 888.

## Graphic Designer (freelancer)

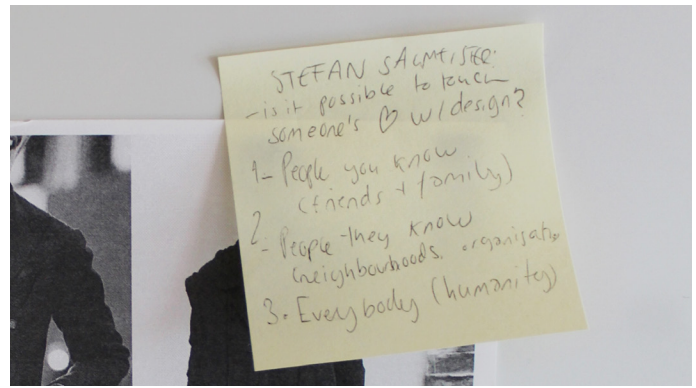
Small Japanese Soldier (part of Clinic), London, UK  
May 2007 - September 2007

Freelance contract, where I made the look, illustrations and logo for the Nokia Storyville surfing/snowboarding campaign. Designed and illustrated for clients such as Sony BMG, Warner and Universal Music. Work ranged from album covers to limited edition rock T-shirts. Made the Clinic employees into comic characters for their website.

## Graphic Designer and teacher (freelancer)

Ulstein IT Senter (now Fantastiske Osberget), Ulsteinvik, NO  
January 2007 - May 2007

Freelance contract, where my projects included visual identity, print and web design. In addition I was teaching an IT and work-skills course for job-seekers.



## Graphic Designer/Illustrator placements

Crush Creative Ltd, Brighton, UK  
and Small Japanese Soldier, London, UK  
November - December 2006

Worked on invitation designs, visual identity and illustration projects as well as developing moodboards.

## Education

### BA (Hons) Graphic Design

The Arts Institute at Bournemouth  
(now Arts University Bournemouth), UK  
2003 - 2006

### Graphic Design and Photography

Arbeiderbevegelsens Folkehøgskole, Ringsaker, NO  
2002 - 2003

### Allmennfagleg linje (further education)

Ulstein Vidaregåande Skule, Ulstein, NO  
1999 - 2002

## Awards + exhibitions

- Kulturprisen 2019 (the municipality of Ørsta's culture award) for my work with the festival Indiefjord, NO
- Winner of the "Effective" award, Schneider Electric's SCOPE Awards, 2018, Oslo, NO
- "Teacher of the Year" award at MID Awards 2016 (The Media, ICT & Design students' awards night), Volda, NO
- Winner of "Innovation that Inspires" award at Inspire 2011, London United's employee awards, UK
- Shortlisted in MTV and Penguin Books' Nick Hornby design competition in 2007. My poster was the exhibited at Mr Hornby's "Slam" book launch, the Design Museum, London, UK.
- My T-shirt and tableware designs were picked for ANSA's student exhibitions Norskart in London, UK, and Juvenarte in Oslo, NO, both in 2006.

## Play

- **Indiefjord:** International indiepop festival on the west-coast of Norway, founded with my parents and siblings in 2014. Creative allrounder, band booker/festival manager.
- **EardrumsPop:** Digital netlabel I've been part of since 2012. Band booker, designer, allrounder and co-owner.
- **Librarians Wanted:** Club night in London (2010-2013). We organised indiepop concerts + DJed + baked cupcakes!