

Judy Torgard

Multidisciplinary Design | UX/UI

Merseburger Straße 4
10823 Berlin, Germany
(+49) 170 350 8086
jtorgard@gmail.com

EXPERIENCE

Freelance, Berlin & Remote — *Design & Illustration*

2010 – PRESENT

- Designed websites, mobile apps, visual identities, and print materials for clients across various industries.
- Created user-centered illustrations for manuals, enhancing clarity and accessibility.
- Delivered cohesive branding solutions—from concept to execution—for digital and print platforms.
- Collaborated closely with clients to translate brand values into engaging design systems and user experiences.

Daytrip Shoes, Berlin — *Co-Founder & Co-Owner*

April 2015 – May 2024

- Curated a collection of sustainable, high-quality European footwear, aligning with customer values and resulting in a 75% return customer rate.
- Developed and maintained cohesive visual branding across store, packaging, and online channels.
- Managed all operations, vendor relationships, and client communications—achieving consistent year-over-year revenue growth.

Aspiro AB, Oslo — *Senior Designer*

2004 – 2008

- Designed web and mobile-based digital solutions, from early smartphone interfaces to promotional microsites.
- Maintained and evolved the company's design system and visual language across products and platforms.
- Created branded assets including avatars, icons, and interactive elements for apps and marketing.
- Led visual design for music-related online promotions, integrating branding with user engagement strategies.

SKILLS

UX/UI Design:

Wireframing, prototyping, user flows, design systems, accessibility, responsive design

Visual & Brand Design:

Visual storytelling, brand identity, typography, layout, color systems

UX Research & Strategy:

User research, user journey mapping, competitive analysis, market positioning

Soft skills:

Creative Problem-Solving, user empathy, cross-functional collaboration, project ownership

Bonus:

Illustration, icon design, art direction

SOFTWARE

Figma

Adobe Creative Suite (Illustrator, Photoshop, InDesign)

HTML, CSS

Judy Torgard

Multidisciplinary Design | UX/UI

Merseburger Straße 4
10823 Berlin, Germany
(+49) 170 350 8086
jtorgard@gmail.com

EDUCATION

Ironhack – *Berlin, Germany*

December 2024 – March 2025

UX-/UI- Design Bootcamp

National College of Arts & Industry – *Oslo, Norway*

2002 – 2003

Masters in Visual Communication

Fashion Institute of Technology(SUNY) – *NYC, U.S.*

September 1998 – May 2000

Bachelor of Fine Arts Degree, Graphic Design

September 1997 – May 1998

Associates in Applied Science Degree, Advertising

London School of Printing – *London, U.K.*

September – December 1999

School of Graphic & Media

AWARDS

Second Prize in Museum

Publications Design Competition
2001

The Type Directors Club

Scholarship Award 2000