

HAMPUS SJÖBLOM

WWW.HAMPUSDESIGN.COM

WORK EXPERIENCE

COMMUNICATIONS SPECIALIST

City of Lund

08/2025 - present

Lund

- **Produce** visual content and copy while supporting long-term development projects such as events and partnerships.
- **Collaborate** across municipal and business units to position Lund as an attractive hub for companies and innovation.

FREELANCE DESIGNER

Hampusdesign

11/2024 - present

Remote

- **Deliver** branding, web design and digital solutions for startups and small businesses, from brief to launch.
- **Craft** visual identities, build responsive websites and occasionally run workshops on branding and digital strategy.

OPERATIONS MANAGER

Campus Webbyrå

10/2023 - 05/2025

Helsingborg

- **Lead** operations and coordinate projects from concept to launch for 10+ clients, handling design, planning and delivery.
- **Manage** client communication and ensure expectations are met through structured follow-ups and project oversight.

MARKETING ASSISTANT

Abkati

04/2023 - 08/2023

Malmö

- **Managed** 300+ product launches, including studio photography, editing and visual consistency.
- **Maintained** and updated product data using Visma and PIM systems to support business operations.

MARKETING COORDINATOR

Addmarketing

10/2022 - 02/2023

Helsingborg

- **Designed** and built SEO-optimized websites, focusing on responsive layout and user experience.
- **Planned** and optimized paid and organic social campaigns, using Meta Business Suite to increase reach and engagement.



ABOUT ME

Designer and comms specialist with a background in UX, branding and digital strategy.

I work at the intersection of design, structure and execution, turning complex ideas into clear solutions. I move seamlessly between strategy and hands-on production.

EDUCATION

UX Design - Upskill

Hyper Island

2023 - 2024

Strategic Communication

Lund University

Bachelor's degree

2019 - 2022

SKILLS

Design: Figma, Photoshop, Canva, Davinci Resolve

Web: Wix Studio, CMS platforms, PIM

LANGUAGES

Swedish - Native

English - Fluent

Norwegian - Conversational

Danish - Conversational

CONTACT

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