

# BETTINA SMED

A creative Web designer & Digital Concept Developer who's an energy bomb with a cranium full of ideas!

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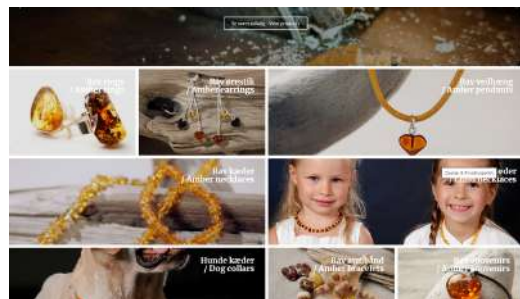
## WHO AM I?

A self-driven, positive soul who is always on the hunt for interesting ways to learn something new. I see every problem as a challenge to improve myself and my skills, beyond that, am also a very quick learner!

I am Danish, but use English more often during my daily life, and am therefore fluent in both languages, both written and spoken. I am detail-oriented, a bit of a perfectionist, and feel right at home when I'm working on multiple projects at the same time.

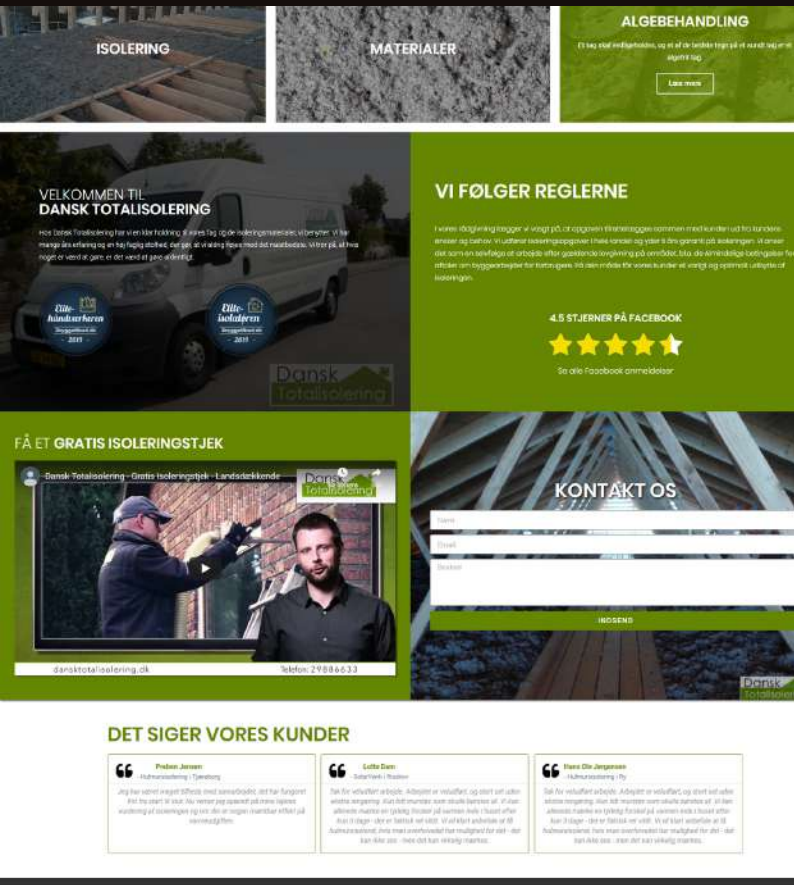
I have been a freelancer for many years, at small to medium-sized companies since the beginning of my educational journey in graphic design and web development, and have used this freelance experience, mixed with online tutorials, courses and guides, to keep myself updated in regards to online design trends, as well as developing my own skills and acquiring new ones.

My wish is to develop unique, beautiful and innovative design and web-solutions, that spark joy and even sometimes perhaps feels a little bit like magic.



## CONTACT ME

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## COMPETENCES

- Adobe Photoshop, Illustrator, Flash & InDesign
- Microsoft Office Word, Movie Maker & PowerPoint
- CMS (WordPress), CSS, HTML & Google Analytics
- Digital concept development, brand & visual identity
- Web development, SEO, graphic design & AdWords
- Social media management, UX design & user tests
- Image manipulation & video editing

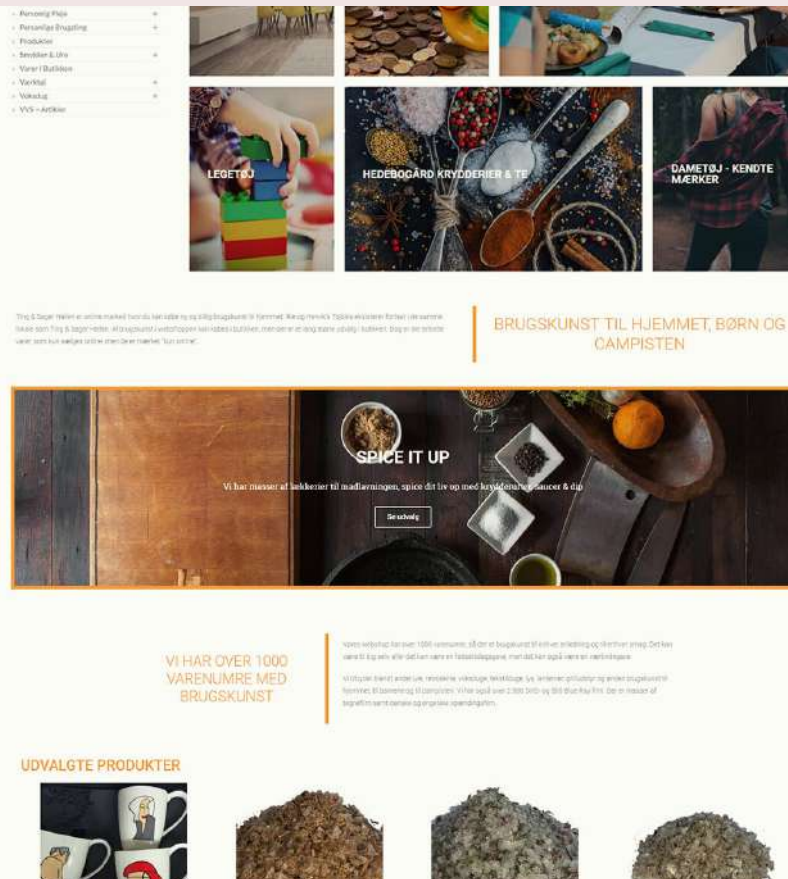
## EDUCATION

Herningsholm Business School  
HTX - Technology course  
2009 - 2012

Multimedia Designer AK  
Academy Midtvest Herning  
2012 - 2014

1. sem. BA i Web Development  
Business Academy Aarhus  
2015 - 2016

BA i Digital Concept Development  
Business Academy Aarhus  
2017 - 2018



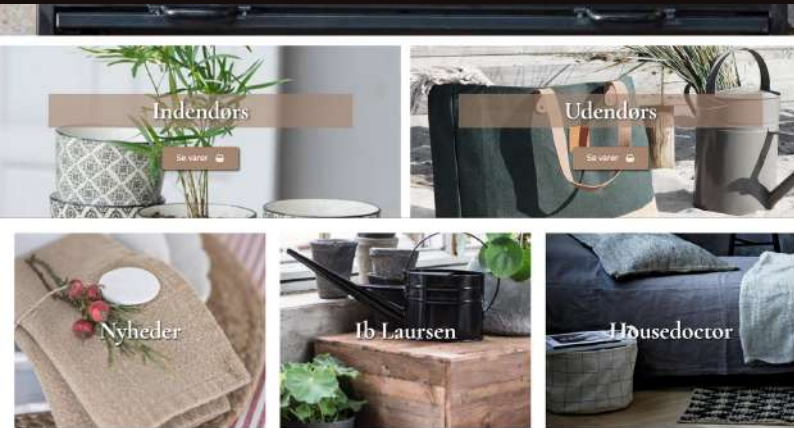
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## EXPERIENCE

### FIFTYFIFTY STUDIO

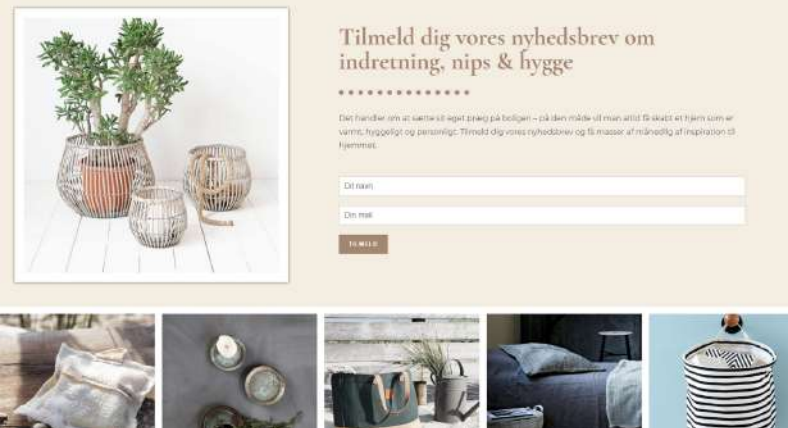
Web development with WordPress, website edits as well as visual concepts using Adobe Photoshop  
October 2019 - December 2019

### HUSET360 DANMARK APS

WordPress web development, websites, web shops, graphic design, printed media & client counseling  
December 2018 - July 2019

### DANSK STUDENTERKØRSEL

Responsive webdesign, Facebook banners, text writing/editing & WordPress web development  
November 2016 - February 2017



### DUBUY.DK

Facebook & website banners, product descriptions, photography, minor website edits  
April 2015 - May 2015

### NETBYGGEMARKED

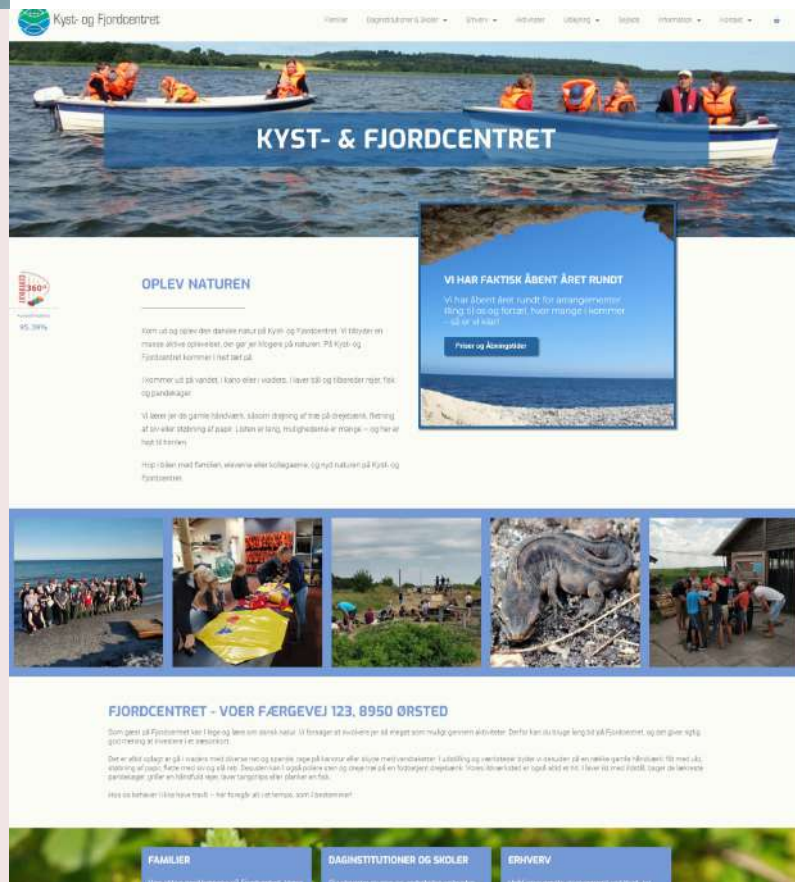
Web shop product management & editing, logo & slogan development, website & Facebook banners  
October 2014 - December 2014

### COLLAGEKUNST.DK

Collage design, website development & editing, image manipulation, slogan development & SEO  
September 2013 - December 2013 (Freelancing)

### IMAGINESS DESIGN

Google AdWords banners, website editing, text editing & Facebook banner designs  
November 2012 - January 2014 (Freelancing)



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