

Josephine Kleinschmidt

Brand designer → design engineer

josephinek9200@gmail.com

+45 22 87 45 21

www.kleinschmidt.dk

linkedin.com/in/josephinekleinschmidt

Brand designer with 10+ years of experience, from fast-paced B2C agency work to building B2B SaaS brands. Now moving into design engineering. Looking for a remote, hybrid or on-site role from January 2027.

EXPERIENCE

Feb 2025 – now

Lead Digital Designer

Conference Manager · SaaS B2B · Copenhagen + Munich

PROJECTS

- Lead Machine: adapting the brand for the German market and building a lead-generating content system with Claude, including the design system behind it, on site in Munich with the sales team (Sep–Dec 2026).
- Product as Branding: branding a new product with our product designer and carrying it across the whole organisation (launch April 2027).
- Employer Branding: art direction of a new employer brand platform with HR, including video and photo direction and the career site, now live.

EVERYDAY TASKS

- Campaign and sales pages (IA, SEO, UX), product launch material, video for paid ads, trade show material and email templates.
- Briefing stakeholders, presenting at all-hands meetings and working closely with sales and customer success.

May 2021 – Jan 2025

MediaK

Agency B2C · Copenhagen

Graphic Designer & Project Lead May 2022 – Jan 2025

- Graphic design and project management across a wide range of clients, including Kreston CM, MENY, SPAR, Dagrofa, Frederiksberg Kommune, Bygma and JOBSinFLOW.
- Project management, client contact, strategy, style guides, print, animation, UI design and front-end development.

Content Specialist May 2021 – May 2022

- Local organic advertising, social media campaigns, Google HTML banners and copywriting.

Mar – Apr 2021

Web Designer

Sustainary · Copenhagen · Internship

Nov 2020 – Feb 2021

UX/UI Designer & Developer

Cham Lo CPH · Copenhagen · Bachelor project

Nov 2018 – Aug 2019

Growth Hacker

Uniqkey · Copenhagen · Student job

Dec 2017 – Aug 2018

Assistant Digital Media Specialist

CompanYoung · Aalborg · Student job

WHAT I BRING

- Brand systems that stay consistent across web, photo, video and content
- Design systems, from tokens to components
- Campaign and landing pages, designed and built
- Art direction for photo and video
- Project lead, close to marketing, HR, sales and developers

TOOLS

Figma · Adobe Creative Cloud · WordPress · Webflow · Teamtailor · Plane · Wrike · ChatGPT · Claude

EDUCATION

BA Web Development

KEA, Copenhagen · 2019–2021

Minor, Digital Experience Design

Fontys, Eindhoven · 2019–2020

Multimedia Designer (AP)

UCN, Aalborg · 2016–2018

Graphic Design

California State University, Fullerton · 2017

BA Applied Philosophy

Aalborg University · 2013–2015

VOLUNTEERING

Mentor

Ungdommens Røde Kors · 2024 – now

LANGUAGES

- Danish, native
- English, professional

KIND WORDS

“Her collaborative approach and innovative ideas strengthen our work, and she shows strong responsibility in all tasks.”

Kenneth Alberti · CEO & Partner, MediaK