



Hello,

My name is Stephanie, an 80's baby born and raised in the beautiful south of Sweden, currently residing in Los Angeles, CA. My design career spans 15+ years of working in the advertising industry, with both big agency and in-house teams.

I like to consider myself a highly organized designer with a belief that design doesn't have to be complicated or complex to be great. I find a lot of beauty in simplicity and take a lot of inspiration from my Scandinavian roots, art, fashion, interior design, and Swiss design principles.

I have extensive knowledge of branding and defining visual design languages and identities, layout, email marketing, packaging design, organic and paid social, as well as illustration, and iconography.

L. Stephanie Lindgren





TLDR:

Work Experience

Dentsply Sirona (Jan 2025 - Present)

Sr. Designer

byte® (Jan 2022 - Jan 2025)

Sr. Designer

Harper Wilde (Sept 2019 - Jan 2022)

Associate Design Director

Ritual (Nov 2018 - Sept 2019)

Sr. Designer

Dollar Shave Club (Oct 2015 - Oct 2018)

Designer, Sr. Designer, Art Director

AKQA San Francisco (Nov 2013 - Oct 2015)

Designer, Sr. Designer

AKQA San Francisco (Nov 2013 - Oct 2015)

Designer, Sr. Designer

AKQA London Mar 2011 - Dec 2012

Intern, Jr. Designer, Designer

Signature Creative (Aug 2008 - Mar 2009)

Intern

Stockholm Design (Nov 2006 - Dec 2006)

Intern

TLDR:

Education

Hyper Island, Karlskrona (Aug 2007 - Jun 2009)

Digital Media

Mediegymnasiet, Malmö (Aug 2004 - Jun 2007)

Graphic communication & Design + Photography



Work Experience

Dentsply Sirona (Jan 2025 - Present) / Sr. Designer

As part of the in-house Digital Experience Group (DxG), I help shape visual identities across Dentsply Sirona's global marketing efforts. I collaborate across roles and teams — both within DxG and with external partners—to shape brands and elevate their expressions.

I lead design execution across multiple internal brands, developing visual systems, templates, and guidelines that drive efficiency and consistency across branding, identity, and marketing efforts, including web, email, social, packaging, and campaigns.

byte® (Jan 2022 - Jan 2025) / Sr. Designer

I was hired as a Sr. Designer as part of a newly formed, in-house Creative Brand team alongside a Copy and Art Director. Our first assignment was auditing the brand and identifying areas for improvement—ultimately bringing a more elevated, editorial aesthetic to the brand.

As Design lead, I developed a new visual language for email, streamlined social templates (for both paid and organic), and created brand and packaging guidelines to ensure consistency across channels and throughout the customer journey. I also led design across marketing comms, print materials (like IFUs and mailers), display and programmatic ads, and oversaw design collaboration with external partners.

Harper Wilde (Sept 2019 - Jan 2022) / Associate Design Director

Harper Wilde hired me as the sole in-house creative to rebuild the brand and lead external creative partners from a design and brand perspective. While the visual foundation (logo, fonts, and web explorations) was in place when I joined, I worked closely with agencies to finalize fun, casual, UX-friendly executions that aligned with HW's values. I then refreshed all email comms, updated print collateral, packaging and boxes, and established a new visual language for paid advertising. I also led design for Limited Edition bra drops, from mockups to final assets across all channels. Toward the end of my time, I managed a Jr. Designer focused on growth initiatives and worked alongside an AD counterpart on photo and video direction.

Ritual (Nov 2018 - Sept 2019) / Sr. Designer

When I joined Ritual in early Q4 2018, I was excited to work alongside an incredibly talented team of designers and writers at a brand pushing visual boundaries and setting new standards. My work focused primarily on shaping CRM comms and social media, with an emphasis on photography and retouching. I also contributed to major projects, including a large-scale OOH campaign that took over a New York City subway station, a "Screen Saviors" phone art screensaver series promoting mindful screen use, and a coffee sleeve collaboration with Alfred Coffee in Los Angeles.



Work Experience [Cont'd]

Dollar Shave Club (Oct 2015 - Oct 2018) / Designer, Sr. Designer, Art Director

Dollar Shave Club was my first in-house role, joining what they called “the Agency”—a small, nimble team of two CDs (design and copy), a copywriter, myself, and a Director of Photography & Video, leading all advertising initiatives. This ranged from large-scale commercials and seasonal campaigns to ad-hoc requests for paid social and email marketing. DSC was also where I took a deep dive into email design, working closely with the Product Design Director to create modular, web-aligned templates optimized for email. I built a robust system covering promotional, educational, and account emails, complete with an accompanying guide. Beyond email, I contributed to organic and paid social, created freehand illustrations for the Bathroom Minutes magazine, set up mini photo shoots, and handled post-production.

AKQA San Francisco (Nov 2013 - Oct 2015) / Designer, Sr. Designer

In November 2015, after a short stint back in Sweden, I joined the AKQA San Francisco team, working primarily on the Levi's® account across physical, web, e-commerce, and paid social projects.

The biggest initiative I contributed to was the Live in Levi's® Project—a digital and social experience that explored global stories of people living in their Levi's®. We created an immersive online platform showcasing editorial content and UGC, with social media participation encouraged via #LiveInLevis. The platform also integrated e-commerce, making it a fully shoppable experience. I played a key role in the “How To” video production, handling everything from scriptwriting to styling and talent scouting. Additionally, I led global paid media production for the entire LiL-campaign.

I also worked on revamping Levi.com, focusing on the Product Detail Page (PDP) UI. Our solution streamlined the layout using extended backgrounds, CSS animations, and smart dropdowns for Fit & Sizing. We introduced a ‘Fit Comparison’ feature and a visual guide to jean fits, enhancing the shopping experience. After positive customer feedback, Levi's® brought us back to modernize the Sub Category and Grid pages.

AKQA London (Mar 2011 - Dec 2012) / Intern, Jr. Designer, Designer

At AKQA London, I worked across various Nike accounts, including Nike Women, NTC (Nike Training Club), and Football. My illustration skills led me to a role in Digital Sport—Nike's digital innovations division.

I played a key role in developing the visual language for Nike+ Kinect Training, Nike's first fitness video game for XBOX 360. This large-scale collaboration with XBOX aimed to create an immersive at-home training experience. I storyboarded in-game environments, visualized Fuel Print (N+KT's fitness tool), and designed UI elements. I also helped translate the game for mobile (iOS and Windows Phone), designed the bundle and packaging, and created iconography and achievement systems for both N+KT and XBOX.



Work Experience [Cont'd]

Signature Creative (Aug 2008 - Mar 2009) / Intern

As part of my college curriculum at Hyper Island, I completed an 8-month internship in Los Angeles, joining the creative team at Signature Creative—a full-service digital agency.

I worked on a variety of accounts, including Pepsi, Y-water, The Sunset Strip, Neopets, and Robot Galaxy, handling tasks from branding and illustration, to game interface design and web design.

Stockholm Design (Nov 2006 - Dec 2006) / Intern

In high school, I interned for three weeks at Stockholm Design, a creative agency for the entertainment industry in Los Angeles. I primarily assisted the Art Director with assets for DVD key art, including cropping assets and setting up files.



Education

Hyper Island, Karlskrona (Aug 2007 - Jun 2009) / Digital Media

Hyper Island is a vocational, digital creative business school, founded in 1996 in Karlskrona, Sweden. The school uses non-traditional education methods like experiential learning (also known as problem-based learning or learning-by-doing), where students work in teams that function as small agencies. Set in an old prison, my classmates and I tackled real-life scenarios and 'live' briefs, conceptualizing, executing, and presenting our work to industry professionals and clients.

I attended the 90-week Digital Media program, which includes a 30-week internship. While the program offers tracks in design, business management, and development, I chose to specialize in design to refine my craft.

Mediegymnasiet, Malmö (Aug 2004 - Jun 2007) / Media, Graphic Communication

Mediegymnasiet (Malmö's Media High School) is an upper secondary school that offers seven majors: photo, sound, video, graphic communication, print, exposition, and writing. I specialized in graphic communication and design, with a minor in photography.