

SOPHIA KAISER

THE CREATIVE DESIGNER & VISUAL STRATEGIST

PROFILE

I am a Danish designer with a Master's in Social Design and a BA in Visual Communication Design. I combine branding, motion graphics, and human-centered research to build sustainable, high-impact design systems.

Having lived and worked across multiple international environments, I am highly adaptable and thrive in diverse, cross-functional teams. I specialize in bridging complex business strategy with clear, effective visual execution to align stakeholders and drive organizational goals.

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WORK EXPERIENCE

Independent Creative Designer & Consultant

April 2026 - present

Freelance

Recent projects

- **World Health Organisation (WHO):** Lead Designer for a confidential project, overseeing end-to-end visual identity across digital and print.
- **Dillon Eustace LLP:** Lead Designer for internal brand ecosystems; developed motion identities for CRM system, podcast visual and audio branding, and high-stakes client presentations.
- **Copenhagen Street Food District:** Managed high-priority print campaigns, partnering with copywriters to deliver complex assets under tight deadlines.
- **Kolding Music Festival:** Lead Designer (4-year tenure); established and evolved the "Kolding I Toner" festival's multi-platform visual identity across digital and print collateral.

in-house Creative Designer

March 2025 - April 2026

Dillon Eustace LLP | Dublin, Ireland

- **Design Lead & Stakeholder Liaison:** Initially joined as a Junior Creative Designer and was promoted to Creative Designer in recognition of consistent high-quality output and leadership. Served as the primary point of design contact for internal and external stakeholders, ensuring brand consistency across all firm communications.
- **Brand Development & Systems:** Developed and maintained design systems for internal portals (Academy/CRM) and CSR initiatives, ensuring brand consistency across all firm communications.
- **Data-Driven Social Strategy:** Led multimedia production, which contributed to doubling LinkedIn engagement from 6% to 12% and growing the follower base by 1,675 in 2025 through consistent, high-quality content.
- **Project Leadership:** Managed the firm's visual identity and brand consistency, taking the lead on cross-departmental design initiatives and ensuring all deliverables met high professional standards.
- **Event Production & Media:** Managed the full lifecycle of event-based content, including photography, video production, and lighting/audio setup. Delivered high-quality assets for internal and external communications, ensuring professional firm-wide briefings, brochures and social initiatives.
- **Collaborative Design Execution:** Partnered with both internal teams and external stakeholders to deliver diverse motion, graphic, and editorial projects that support the firm's strategic objectives.

in-house Junior Graphic Designer

May - November 2024

Copenhagen Street Food District | Copenhagen, Denmark

- **Multi-Brand Visual Management:** Managed and evolved distinct identities for three separate food markets, delivering a high volume of assets (such as signage, menus, digital content etc.) while maintaining brand consistency across all print and digital touchpoints.
- **Cross-Departmental Collaboration:** Worked closely with copywriters and content creators to produce visual assets for various campaigns and events, consistently meeting tight deadlines and project goals.

www.sophiakaiser.dk

www.linkedin.com/in/sophia-kaiser-084894172/

sophia.c.o.kaiser@gmail.com

+45 40 52 55 29

Location: The Hague, Netherlands

- **Master's Thesis Collaboration:** Led a strategic research project as part of my Master's thesis to increase youth engagement, shifting the museum's perception from a formal educational space to an informal leisure destination.
- **Developed a youth-oriented brand identity** and strategic guidebook featuring actionable touch-points to improve the museum's visibility and accessibility.
- **Achieved the highest academic grade for the project**, with research findings and strategic recommendations formally recognized and praised by museum leadership.

Independent Creative Designer & Consultant

from 2020 - 2025

Freelance

Independent Client Projects

- **World Health Organisation:** Partnered with Regional Director to define and deliver campaign visuals for digital and print.
- **Kolding Music Festival:** Lead Designer; established and evolved the "Kolding I Toner" festival's multi-platform visual identity.
- **Les Frippieres Holiday Rental:** Developed and designed brand identity, website, and content strategy across video, photography, and copy-writing.
- **DSKD & Bevica Foundation:** Led editorial design for "The Good Move-In" initiative.
- **Kinderlächeln Dental Clinic:** Developed comprehensive brand identity and strategic rebranding proposals.
- **Jæger CPH Jewellery:** Managed webshop redesign and developed print-ready lookbooks for international markets.
- **OH-MAN Productions:** Collaborated on high-volume illustration and motion projects for diverse corporate clients.
- **Nørby Coaching NLP:** Designed print marketing collateral and provided strategic UX consultation for web.

Design Agency **Internship as Motion / Graphic Designer**

August 2020 - January 2021

OH-MAN Productions | Copenhagen, Denmark

- Developed and perfected motion and graphic design skills through diverse projects, direct client communication, and collaborative teamwork.

EDUCATION

Master of Arts in Social Design	Bachelor in Visual Communication Design	International Baccalaureate (IB)
2022 - 2024	2018 - 2021	2016 - 2018
Kolding School of Design, Denmark	Kolding School of Design, Denmark	American International School of Zagreb, Croatia

EXPERTISE

Brand Strategy & Design	Research & Systems	Creative Leadership	Strategic Communications
Brand Identity	Systemic Design	Art Direction	Editorial Design
Campaign Development	Human-Centered Design	Event Creative Direction	Multimedia Storytelling
Content Strategy	UX Research	Stakeholder Management	Design Frameworks
Motion Branding	Behavioral Design	Leadership & Management	Concept Development

TECHNICAL TOOLKIT

Design & Layout	Motion & Video Production	Web & UI/UX	Software & Operations
Indesign	Video Production	Adobe XD	Microsoft Suite
Illustrator	Photography	WordPress	Google Suite
Photoshop	Studio Lighting	Wix & Wix Studio	Smartsheet
Lightroom	Premiere Pro	Figma	Notion
Print Production	After Effects		
	Podcast		