

Sophia Kaiser

[WEBSITE](#)[LINKEDIN](#)[SHOWREEL](#)[PORTFOLIO](#)

2026

DESIGN **PORTFOLIO**

sophia.c.o.kaiser@gmail.com +45 40 52 55 29 www.sophiakaiser.dk

TABLE OF CONTENT

Design Approach

01. Editorial Design: Multi-Language Layout Design

02. Social Design: Designing for Relevance

03. Social Media: Designing a digital Brand Ecosystem

04. Internal Communications: Design System & Scaling

05. Brand Evolution: 4-Year Music Festival

Design Approach

01. Collaborative Foundation

I believe the best designs aren't created in a vacuum. While I lead creative direction independently, I prioritize opening my process to others. Dissecting the brief with stakeholders ensures my solutions are accurate, strategically sound, and perfectly calibrated to business goals.

02. Strategic Framework

I bridge the gap between "deep-dive" strategy and high-impact execution. I utilize a dual-track process - a Narrative Track for logic and a Visual Track for design. This ensures every asset I create is anchored in a logical foundation, not just aesthetics.

03. High-Autonomy Execution

I am comfortable driving complex projects from start to finish. While I have the skill to execute independently, I intentionally invite others into my process early. Feedback loops keep everyone on the same page, eliminating late-stage surprises and ensuring immediate team adoption.



01. Editorial Design: Multi-Language Layout Design

Supporting Dr. Hans Kluge's 2025-2030 vision for European health

Client

World Health Organisation (WHO)

Dr. Hans Kluge

Role

Lead designer for the campaign's official digital and print manifesto

Year

2024

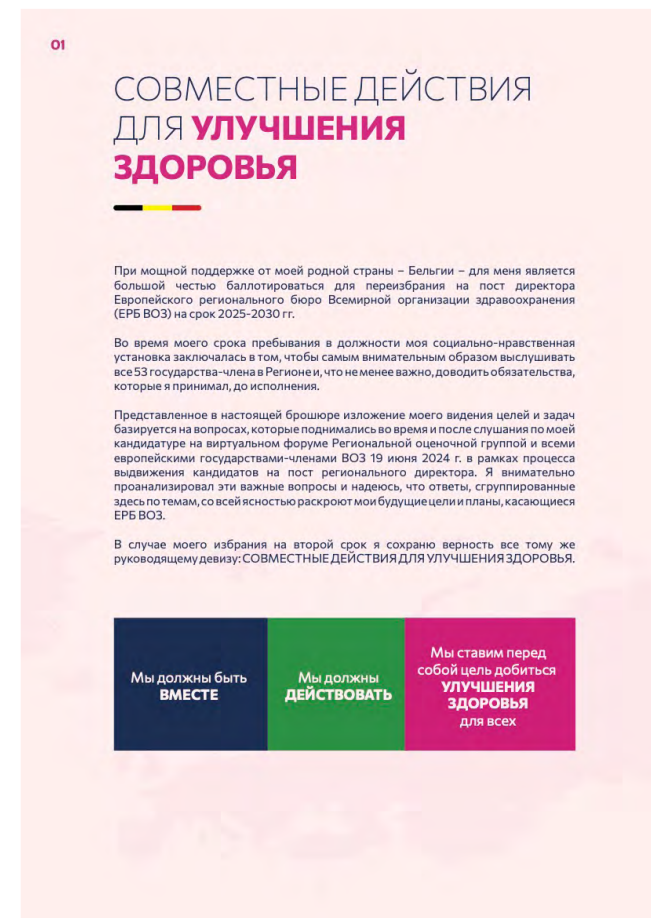
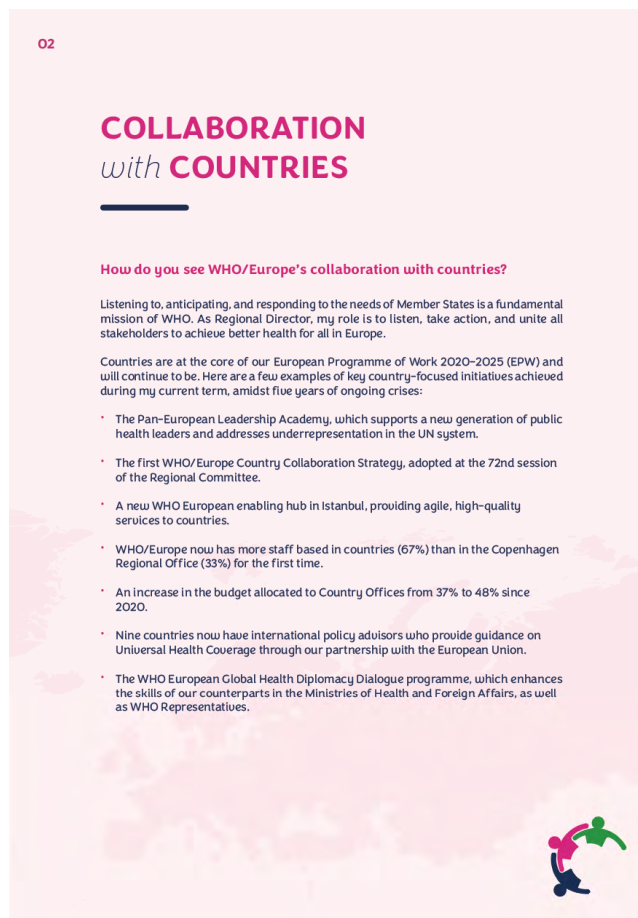
Key Contributions:

- **Brand Extension:** Developed the candidate's existing identity into a cohesive, high-impact editorial framework.
- **Systemic Consistency:** Established a visual framework that ensured design consistency across French, Russian, and German versions.
- **Official Publication:** Designed the campaign's official PDF manifesto, published directly on the WHO website.

View full Manifesto: <https://www.who.int/europe/publications/m/item/manifesto-for-the-post-of-regional-director-of-the-european-region-of-the-world-health-organization-2025-2030>



01. Editorial Design: Multi-Language Layout Design



02. Social Design: Designing for Relevance

Collaboration

The National Museum of Denmark

Role

Lead Researcher & Strategic Designer

Year

2024

READ THESIS

Key Contributions:

- **Diagnosed the Engagement Gap:** Led a multi-phase research study to uncover why 15–18-year-olds rarely visit the museum in their free time. I identified that the museum's strong association with mandatory school trips created a "classroom" perception that discouraged voluntary leisure visits.
- **Built a New Brand System:** Created "HEJ IGEN" (Hello again) an actionable strategy to re-frame the museum as an informal leisure space. I developed a cohesive visual identity, tone-of-voice, and thematic framework that makes historical content feel personal and relevant to today's youth.
- **Designed Multichannel Solutions:** Developed a suite of practical tools – including campaign posters, interactive sticker systems, and loyalty concepts – designed to bridge the gap between historical collections and the personal identity of young visitors.
- **Professional Recognition:** Awarded the highest academic grade for the project, reflecting the depth of research, strategic innovation, and quality of the final design execution. Following the project's completion, the "HEJ IGEN" framework was presented to the Museum's leadership team, where it was positively received.



02. Social Design: Designing for Relevance



03. Social Media: Designing a digital Brand Ecosystem

Modernizing social media presence post-rebrand to double engagement and scale content production.

Client

Dillon Eustace

Role

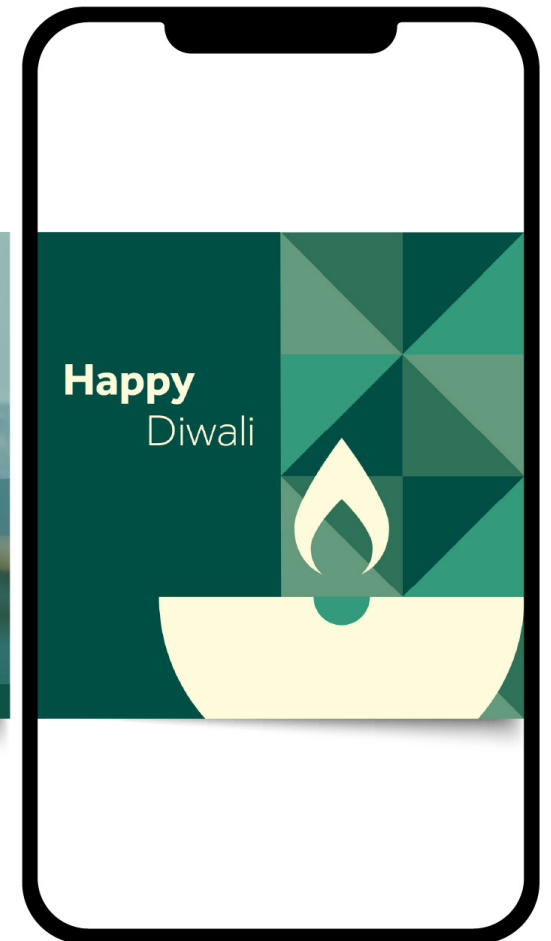
In-house Creative Designer

Year

2025 - 2026

Key Contributions:

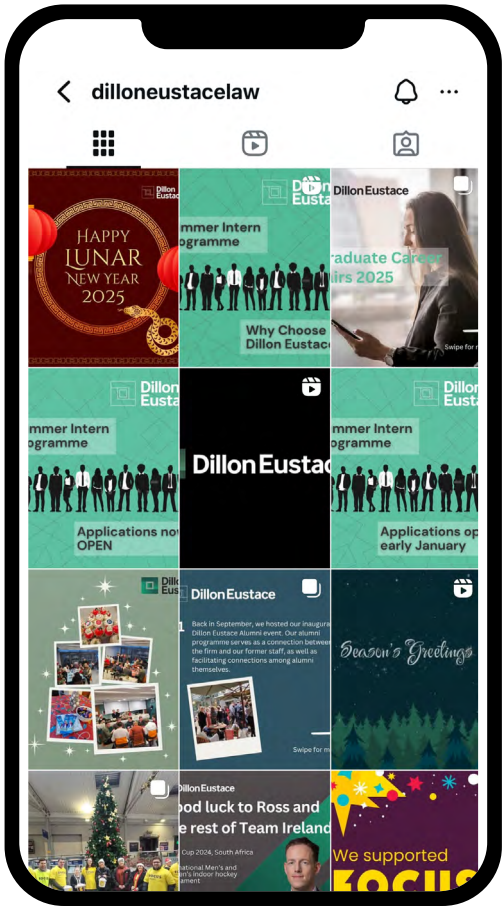
- **Optimized Brand for Social:** Following the firm's rebrand, I transitioned our visual identity from static landscape layouts to a structured, square-grid system. By refining our typography and color usage, I helped double our CTR (from 6.1% to 12.8%).
- **Created Flexible Templates:** I developed a library of platform-native templates for LinkedIn and Instagram. This made it much easier to keep our content fresh and relevant, contributing to 686,150+ impressions and 1,500+ new followers in a year.
- **Managed Content Production & Quality:** I built a comprehensive template library that empowered the marketing team to quickly handle routine posts. This enabled me to remain hands-on with daily content creation while overseeing the overall grid's balance, ensuring every post felt fresh, avoided duplication, and stayed perfectly aligned with the firm's broader visual identity.



03. Social Media: Designing a digital Brand Ecosystem

Instagram Feed
Dillon Eustace

Modernizing social media presence post-rebrand to double engagement and scale content production.



Before



After

03. Social Media: Designing a digital Brand Ecosystem

Modernizing social media presence post-rebrand to double engagement and scale content production.

Linkedin Content
Dillon Eustace

Before



Financial Regulation

EBA consults on new rules related to the AML/CTF package

Legal Update

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Karen Jennings

Financial Regulation



Asset Management & Investment Funds

Central Bank of Ireland relaxes Portfolio Transparency Requirements for UCITS exchange traded funds

LEGAL UPDATE

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Litigation and Dispute Resolution

European Commission publishes targeted consultation on integration of EU capital markets

Legal Update

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Etain de Valera

Asset Management and Investment Funds



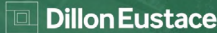
Derbhil O'Riordan

Asset Management and Investment Funds



David Walsh

Asset Management and Investment Funds



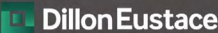
Asset Management & Investment Funds

European Commission publishes call for evidence on SFDR

LEGAL UPDATE

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Meet our Delegate

IBA International Conference on Private Investment Funds

9 - 11 March, 2025

Brian Dillon

Partner | Dublin

Asset Management & Investment Funds

E brian.dillon@dilloneustace.ie





David Walsh

Asset Management and Investment Funds



Aine McCarthy

Asset Management and Investment Funds

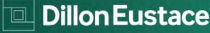
Asset Management and Investment Funds

ESMA publishes proposed rules governing use of liquidity management tools

LEGAL UPDATE

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Dillon Eustace advises Irish Homebuilding Equity Fund



Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Litigation and Dispute Resolution

New High Court Practice Directions introduced for Clinical Negligence Actions

Legal Update

Dublin | Cayman Islands | New York | Tokyo

dilloneustace.com



Elaine Healy

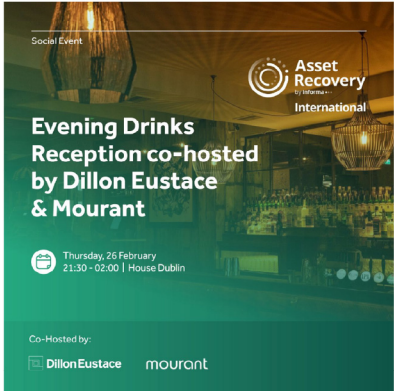
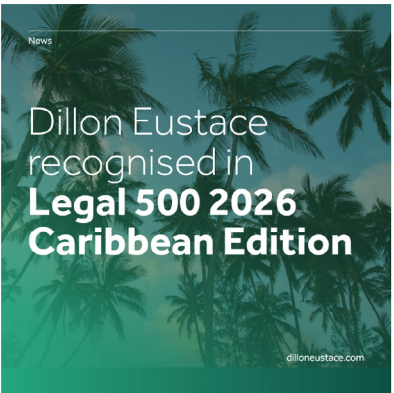
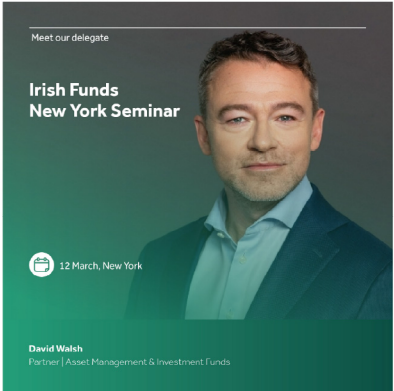
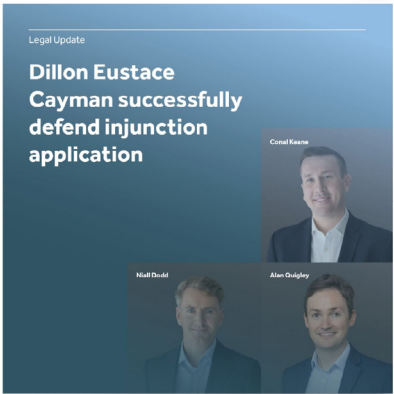
Litigation and Dispute Resolution

03. Social Media: Designing a digital Brand Ecosystem

Modernizing social media presence post-rebrand to double engagement and scale content production.

Linkedin Content
Dillon Eustace

After



04. Internal Communications:
Design System & Scaling

Unifying committee branding into a cohesive framework
to improve efficiency and visual consistency.

Client

Dillon Estate

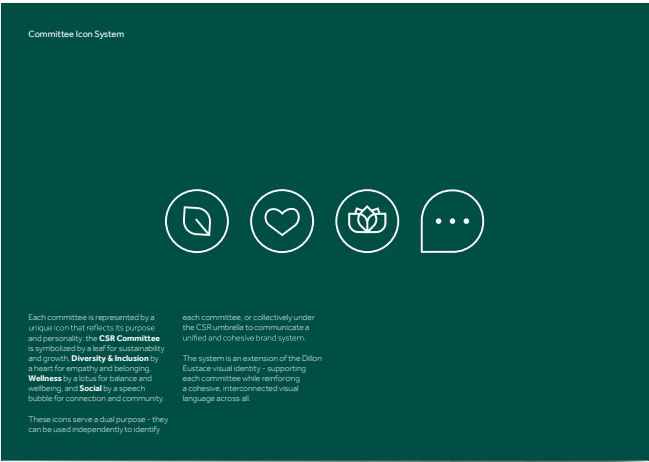
Role

In-house Creative Designer

Year

2025 - 2026

- Key Contributions:
- **Centralized Creative Strategy:** I identified that fragmented committee branding was causing inconsistency and took ownership as the firm's dedicated design resource to streamline the request process.
 - **Built a Visual Framework:** I assigned unique colors and icons to each committee. This system-driven approach reduced design friction and was successfully adopted by all internal committees, achieving 100% brand consistency across internal event materials.
 - **Scaled Production:** I developed a library of templates for all committee collateral, allowing me to maintain high output without sacrificing the firm's visual standards. This resulted in faster internal communication and significantly clearer project messaging, as verified by positive feedback from the HR department.
 - **Improved Communication Clarity:** I created custom, color-coded suite for each committee, helping employees immediately identify the sender and the initiative at a glance.



04. Internal Communications: Design System & Scaling

Diversity & inclusion committee

International Women's Day 2026 Event

Thursday 5 March,
5th Floor

The D&I Committee is delighted to invite you to a panel discussion with members of the Irish International Women's Indoor Hockey team!

Moderated by Rachel Halligan, the panel will discuss their own sporting careers in line with the theme of International Women's Day 20-26 – "Give to Gain"

Please accept the Teams invitation in your inbox if you would like to attend.

 Dillon Eustace

 HOCKEY IRELAND





Corporate Social Responsibility
committee

INTRODUCING OUR

Re-Turn Recycling Scheme

with **basis.point**

**Tuesday, 31st March
at 11 am**

Presented by Joanne Shaw & Edel
O'Malley from **basis.point**

Cupcakes, tea and coffee from 11:00 am
Presentation at 11:20 am





Wellness

Initiative

Perpetua Fitness

- 10% corporate discount on 10 or 20 studio credit packs
- Employees can enjoy wedding, birthday, anniversary and other special occasions from the 10 credit pack.

Studio Credit Packs

1. Standard 10 pack is €190
- Discounted price is €170. 10 classes are valid for 3 months.
2. Standard 20 pack is €340
- Discounted price is €300. 20 classes are valid for 3 months.

Clayton Hotel – Club Vitae

- Corporate discount is €49 per month instead of €55.
Please email club@clubvitae.com if you would like to avail of this discount.

Covers all studio classes - Rhythm Ride, Ride45, Trend & Shred, Bumble, Hyrox

05. Multi-platform design: 4-Year Brand Evolution

Evolving a festival brand over four years through consistent visual storytelling across print, digital, and social media

Client

Kolding I Toner Music Festival

Role

Lead Brand Designer

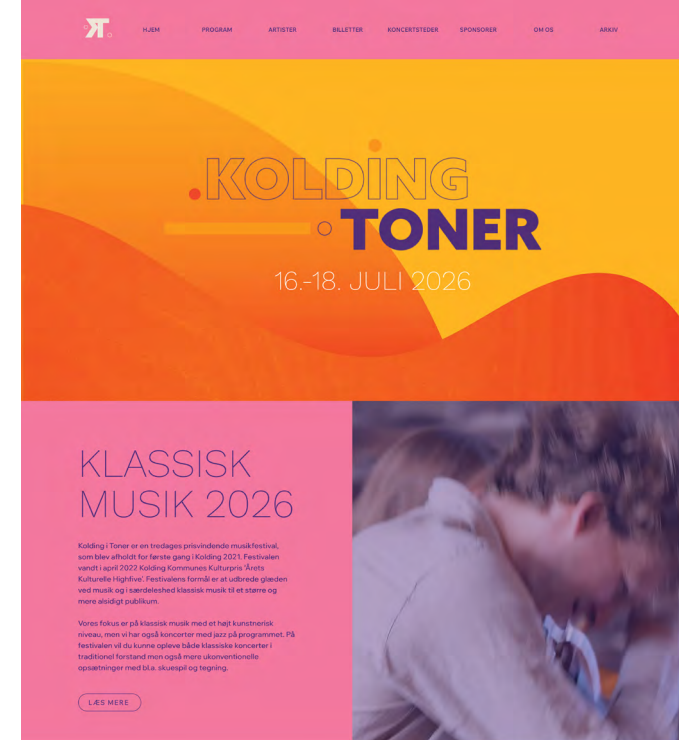
Year

2023 - 2026

Key Contributions:

- **Long-Term Brand Stewardship:** Over a four-year tenure, I evolved the festival's visual identity annually. My goal was to maintain strong brand recognition while ensuring each year felt distinct, fresh, and relevant to our audience.
- **Full-Stack Multimedia Execution:** I managed the end-to-end design lifecycle across all platforms. This included designing the yearly 3-poster collection, the website, static social templates, and all motion graphics and video content for Instagram and Facebook.
- **Adaptive Visual Strategy:** I developed a flexible design system that supported bold, experimental creative yearly, while keeping the core brand identity anchored. By maintaining visual cohesion across both static and motion touchpoints, I reinforced the festival's reputation as a premium cultural experience.





Sophia Kaiser

[WEBSITE](#)[LINKEDIN](#)[SHOWREEL](#)[PORTFOLIO](#)

2026

DESIGN **PORTFOLIO**

sophia.c.o.kaiser@gmail.com +45 40 52 55 29 www.sophiakaiser.dk