

# Charlotte de Besche

Kransbindarvägen 30, 126 36 Hägersten  
070-442 36 63 | debesche@gmail.com

---

## PROFESSIONAL SUMMARY

Experienced designer since 2007 in fashion, design, and later on as UX/UI-designer. Worked with both large, trend-driven brands and smaller, timeless concepts. Strong skills in trend analysis, design development, product development, UX/UI design, and team leadership. Passionate about creating innovative and commercially successful collections and digital experiences in a creative environment.

---

## WORK EXPERIENCE

### Senior UI/UX & Graphic designer Designer,

#### Nordomatic Technology Properties 2025 - Present

- Developing navigation improvements on internal portal
- Conducted UX-research, prototyping, and user testing to optimize interfaces.
- Collaborated with cross-functional management optimizing products for customers.
- Graphic designer logotypes and UI.

#### Co-founder Wool Rebel AB, Head of design & Creative Director 2023 -Present

- Development of outdoor garments with in-house made insulation material from 100% Swedish wool.
- Responsible for design, product development, and brand strategy.
- Responsible for marketing, photo sessions & creatives.

#### Senior UI/UX Designer, Oddsium 2023 -2024

- Developed user-centric designs to enhance digital experiences for customer betting app.
- Conducted research, prototyping, and user testing to optimize interfaces.
- Collaborated with cross-functional teams to create intuitive and visually compelling solutions.

### **Collection/Concept Designer, H&M 2016 - 2023**

- Responsible for the design and product development of Baby Girl and Outdoor & Big Accessories.
- Teamleader for 7-10 product designers and developed trend strategies, color and mood boards, and 3D design in CLO.
- Collaborated closely with the campaign and visual team as well as external brand partnerships.

### **Head of Design,**

#### **HOPE Stockholm 2013 - 2016**

- Responsible for the men's collection, as well as accessories and shoes for women.
- Trend analysis, material and product development, and marketing.
- Stylist and responsible for lookbooks and fashion shows.

### **Senior Product Designer, H&M**

*2007 - 2013*

- Designed and developed products for Divided Young Woman.
- Coordinated design teams and drove commercial fashion concepts.

### **Course Leader, Folkuniversitetet 2008 - 2009**

- Led an evening course in design, garment construction, and creative processes.
- Taught design processes, material selection, and practical craftsmanship.

---

## **EDUCATION**

### **Technigo**

*UX Design, 2023-2024*

### **Beckmans College of Design, Stockholm Bachelor of Fine**

*Arts, Fashion & Design 2004 - 2007*

### **Stockholm University**

*Art History, 40 ECTS 2002 - 2002*

### **Folkuniversitetet, Stockholm**

*Pattern Construction, design & Sewing 2001 - 2002*

## SKILLS

- UX/UI Design, Wireframe, Prototyping, User Research
  - CLO 3D, Shima Seiki, Swatchbook, Castor , Figma, Midjourney
  - Adobe Creative Suite (Illustrator, Photoshop, InDesign)
  - Microsoft 365 (Word, Excel, power point)
  - Trend Analysis & Color Strategy
  - Team Leadership & Product Development
- 

## LANGUAGES

- Swedish (native)
- English (fluent)
- Italian (basic)

**Driver's License B**