

# CURRICULUM VITAE

## KIKI PLESNER-LÖFROTH

Born 21.10.1977  
Married, 2 kids  
Øvre Ullern terrasse 13  
0380 Oslo  
kiki@plesner.no  
+47 98 00 88 38

---

### PROFILE

Graphic designer with extensive experience creating strategic founded visual identities, including branding, packaging design, exhibition design, tekstile design. Love working versatile and cross disciplinary and getting impulses from different environments. Urge to create design solutions that engage and transform, connecting the brand with the audience.

### HIGHLIGHTS

#### *Löplabbet*

Responsible for pitching/new biz. Key role creating visual identity, concept and logo redesign. Initiating brand awareness test.

#### *Element Asa*

Key role creating visual identity. Working close together with designer and developer when designing the new website.

#### *Salma Corporate identity*

Key role creating visual identity for Salma Corporate. Working many years with this client includes brand presentations, exhibition design, retail concepts, recipe booklets, photo shoots and launching Salma Raw.

#### *Joh. Johannson Kaffe*

Key role creating strategy and redesigning four different positioned coffee brands (Evergood, Ali, Green World, Farmers). Ranging from subtle design changes to totally new concepts. Extensive dialog with repro and printer.

#### *Freia, Mondelez*

Key role creating strategy and visual identity for products including: Gode Ønsker, Freia Kjeks, Regia, Desserts/pudding, Ego, Sjokolade Appelsin, Melkedrøm. Concept development, packaging design, and working closely with repro/production.

### CLIENTS

#### *Branding:*

Element ASA, Oslo Areal, Löplabbet, Krogsvveen, Salma, Vitus Apotek, Datametrix, TINE Ingrediens, Statkraft (Årsrapport), Sogn Videregående skole, Vips Organised Chaos, Uno X, Det Norske Oljeselskap, Opplysningskontoret for Melk, Westerdals, Element Storage Systems.

#### *Packaging:*

Maarud, Joh. Johannson Kaffe (Evergood, Farmers Coffee, Green World), Brynhild (Minde, Dent Oi), Freia (Gode Ønsker, Kjeks, Puddinger, Regia, Ego), TINE (Iskaffe, Litago, Hvit Geitost, Skolemelk), Hansa (Grevens Cider), Orkla (Bixit), Bama (Gartner), Norgesmøllene (Fibra).

*Textile design:*

Jordan Home Collection, Vips Organised Chaos

*Exhibition design:*

Tine Ingrediens, Salma, Opplysningskontoret for Meieriprodukter, Universitetet for Miljø- og Biovitenskap, Element Storage Systems.

*Advertising:*

Opplysningskontoret for Egg, Salma, Telenor, Krogsveen, Sogn Vgs

## **WORK EXPERIENCE**

Clou Design AS (60%) okt 2017 >>  
Senior Graphic Designer

Kiki Plesner Design aug 2017 >>  
Senior Graphic Designer/Freelance

Tangram Design AS feb 2015–aug 2017  
Partner and Senior Graphic Designer  
(Maternity leave 2015/2016)

Tangram Design, part of Bates United AS des 2004–feb 2015  
Senior Graphic Designer  
(Maternity leave 2012/2013)

Bates United des 2003–des 2004  
Art Director

Clear Design, Melbourne 2002  
Intern

## **AWARDS**

Retailprisen:  
2016, Evergood Kaffe, Silver  
2015, Hansa Grevens Cider, Bronse

Visuelt:  
2015, Tine Hvit Geitost

Pentawards:  
2015, Bixit, Silver  
2013, Hansa Grevens Cider, redesign, Bronze  
2012, Tine Iskaffe Energi, Gold

Norwegian Design Council, Merket for god design:  
2015, Salma Raw  
2011, Freia spiseklare desserter

## **JURY WORK**

Retailprisen 2016, Jury member  
Retailprisen 2015, Jury member  
Gullblyanten 2007, Jury leader

## **E D U C A T I O N**

Swinburne University of Technology, National Institute of Design, Melbourne Bachelor with Honours, Communication Design	feb 2002–des 2003
Westerdals School of Communication, ACT Art Direction	aug 1998–jun 2001
Asker Art & Design College Art History, Croquis, Painting, Colour Theory	aug 1997–jun 1998
Persbråten VGS High School	aug 1993–jun 1996

## **C O U R S E S**

Interaction design course by IGM	may 2017
AT ONE Service Design Course & Workshop by Simon Clathworthy & Ted Matthews	2017
“Gestalt Psychology and Web Design”, The Interaction Design Foundation	2017
Presentasjonsteknikk by Plan B	2014
Morten Krogvold Photo Workshop, Orkney Islands	2001
Spanish Language, University of Granada & Salamanca	1996–1997

## **B O A R D E P E R I E N C E**

Tangram Design AS, 2015, Board Member  
Sameiet Thereses Gate 3, 2011-2013, Chairman  
Ringnes Park Øst Garasje Sameie, 2007, Chairman

## **L A N G U A G E**

English fluent  
German fluent  
Spanish, good

---