+46 738 018 566 mikaelahaage@gmail.com

Work Experience

Sambla — 2026
Graphic designer, Freelance Project — May - Jun & Aug - Sep

- *Created* **13 illustrations** *during the first project and currently developing an additional* **10 illustrations** *in the same visual style.*
- *Created illustrations based on Sambla's new brand guidelines and rebranding, adapting the work to their specific content needs.*
- *Developed the illustrations with creative freedom, refining concepts through feedback sessions with the team.*

SadelScanner — 2025-2026
UX/ Ui designer, Product designer — Jun - Jul

- *Created* **patent drawings** *and a* **user manual** *for the company's saddle insert product.*
- *Designed* **low- and high-fidelity wireframes, prototypes, and user flows** *for the mobile app.*
- *Worked with* **UX/UI design, interaction design, and user-centered design** *to improve the app's usability and navigation.*

Sambla intern — 2026
Ux/Ui designer, produkt designer — Mar - Apr

- *Designed a new* ***mortgage application flow from benchmarking and iteration to a high-fidelity Figma prototype and developer handoff.***
- *Collaborated closely with developers to adapt design decisions to technical and backend requirements.*
- *Bonus! Contributed visual concepts and illustrations for Sambla's rebrand, aligning typography, brand expression and layout with updated brand guidelines.*

Graduation Project- Swedish Armed Forces — 2026
Digital Design & Strategy — Apr - May

- *Designed a* ***digital campaign concept connecting a landing page and community*** *to build long-term relevance with 16–24-year-olds in gaming and esports.*
- *Designed and* ***the campaign landing page and Discord community experience in Figma.***
- *Contributed to audience research, benchmarking, surveys and workshops to generate customer insights that informed concept development.*
- *Presented and iterated on the concept together with the Swedish Armed Forces marketing team and incorporated stakeholder feedback into designs.*

Dk Company — 2017- Present
Sales associate, Visual merchandise — Feb

- *Provided* **personal styling and customer service**, *supporting customers throughout the purchasing process.*
- *Managed designated shop-in-shop areas, with responsibility for* **stock management, inventory, product availability, and sales**. *Stores such as Åhléns Fridhemsplan, Å Odenplan, Å Mall of Scandinavia, and Å Farsta.*
- *Worked with* **visual merchandising and store presentation** *across multiple locations, including Åhléns Mall of Scandinavia, Å Fridhemsplan, Å Odenplan, Å Kista, Å Farsta, Å Skanstull, Å Vällingby and A Täby.*

Project

Futuregame — 2022
Work sample, admission project — May

- **Modeled, sculpted, and textured original 3D assets** *including a woodman's axe, a large stone monument, foliage (ferns, flowers, trees, bushes), and lanterns using a full high-poly-to-low-poly pipeline (sculpting, retopology, UVs, baking, PBR texturing)*
- Created **tileable terrain textures and materials** in Substance Designer for a seamless ground surface
- Built **dynamic lighting, materials, and shaders** (including translucency and procedural wind effects) in Unreal Engine
- *What I learned: Mother Stone taught me that the best way to learn something new is to just dive in and figure it out along the way, a hands-on, self-driven approach I bring into every project I take on.*
- ***Link here***

A som i alfabetet — 2020
Illustrated Alphabet Prints, Own side business — May

- **Designed and illustrated a series of hand-painted watercolor alphabet prints**, sold as personalized nursery art via Instagram. Each print pairs a letter with a hand-drawn plant and animal (e.g. "A – Abborre & Aloe Vera"), designed to be customized with a child's name and birth date.
- *What I learned: A som i Alfabetet has taught me to be self-driven and independent, fueled by genuinely believing in what I create. A mindset I bring with me into every workplace.*
- ***Link here***



Mikaela Haage

Ux/ Ui designer, Product designer

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LinkedIn
Stockholm, Sweden

Profile

I grew up in Umeå and have been living in Stockholm since 2014. Since then I've gotten married and am in the middle of raising a son and a daughter.

When I'm not doing family stuff or regular work, I paint, sculpt and try keep up with the latest trends online.
Whether it is fashion, plants ,games or a good fantasy book.

Skills

Ps Ai Pt Ds

Education

Berghs School of communication — 2025/2026
Digital Design and Strategy

Luleå University of Technology (LTU) — 2012/2014
Propmaking

Umeå School of Art — 2009/2011
Arbetarnas bildningsförbund (ABF)

Midgårdskolan, Upper Secondary School — 2006/2009
Visual Arts and Design

Courses & Certifications

Medborgarskolan — 2016
Visual Merchandise

Figma — 2025
Online course, Bring your own laptop (Byol)

Python, Programing A/1 — 2025
Nackademin, Prepcourse

Link to my portfolio here