



LIVVA ØSTERBY



CV PROFILE

Short

With a Bachelor's degree in Jewellery Design, Technology & Business, combined with a background as a Visual & Digital Designer, I have 20+ years of expertise in crafting compelling visual design and brand innovation. Specializing in jewellery concepts and design, I create high aesthetics based on market research, trends, and user understanding, infusing goals, needs, and visions into original ideas. Proficient in Photoshop, Illustrator, InDesign, Rhino, and KeyShot, my portfolio reflects a diverse skill set, covering illustration, trend research, jewellery design, 3D modeling, branding, SoMe marketing, and AI-visuals. I thrive in social and innovative environments where intuition, co-creativity, diversity, and user-centric design drive results.

Name

Livva Lisel-Lotte Østerby

Portfolio

www.livvajewellery.com

E-mail

livvaosterby@gmail.com

Tel.

+45 26281073

LinkedIn

www.linkedin.com/in/LivvaOsterby

Documentation

All materials required are available upon request.

WORK EXPERIENCE

2019 - Present

Livva Østerby 3D Jewellery Designer www.livvaosterby.com

2008 - Present

Østerby Design Visual & Digital Designer

2018 - 2019

Marketsquare Senior UI-designer / Digital Art Director

2007 - 2008

In2media Senior Art Director & UI-designer.

2002 - 2007

Framfab (LBi) Senior Art Director & UI-designer.

1999 - 2002

NetPeople / PeopleGroup Art Director & UI-designer.

SKILLS

✓ Jewellery design

✓ Trend-research

✓ Digital Content

✓ Illustration

✓ Concepts & ideas

✓ Visual branding

✓ 3D Design

✓ 2D/3D Animation

✓ Generative AI

LANGUAGE

Danish

Native Language: Fluent in written & spoken communication

English

Second Language: Proficient in written & spoken communication

EDUCATION

2019-2023

Bachelor's Degree in Jewellery, Technology, and Business at KEA (Copenhagen School of Design and Technology).

1997-1999

Media Economist at Handelsakademiet "Interactive Media & Marketing Academy" - a short higher education program with a primary focus on digital media, marketing, and journalism.

1996-1997

Technical Introduction to Graphic Vocational Training - Technical School, Roskilde.



DESIGN IS MY LIFE

CREATIVE PROGRAMS



Photoshop



Animate



Illustrator



InDesign



RhinoCeros



KeyShot

FREELANCING

AD Agencies

Throughout the years as a digital freelancer I had the pleasure of working with many AD agencies such as Creuna, TreSyv, Kunde & Co., Sunrise, Think Digital, Subsero, Vertic, and Vertica.

STRENGTHS

✓ Conceptual

✓ Detail-oriented

✓ Collaborative skills

✓ Innovative

✓ Service-minded

✓ Initiative-driven

✓ Solution-oriented

✓ Adaptable

✓ Communicative

VOLUNTEERING

2015-2020

For several years, I have volunteered for the Danish political party **Alternativet**, serving on the Copenhagen main board. Besides that, I illustrated all election posters for the 2015 election campaign.

ART & EXHIBITIONS

2013-2016

I have been painting and drawing throughout my life, which has previously led to the sale of graphic art posters at **Girlye Hurly**, **Urban Living** and **Urban Room** in Copenhagen. Additionally, I have exhibited my art posters at **SoHo** in Kødbyen and at **Cafe Marhalle** in Copenhagen.

CUSTOMER PORTFOLIO

SKANSKA

Kellogg's

Ørsted



IKEA FAMILY

oticon
PEOPLE FIRST

EcoClean
HORDIC

PBU

CARMEN EKVALL
JEWELLER



KATRINE BERLING

Danske Bank

GREEN moves



TimeLog

ALTERNATIVET



Sunstone
Capital

Crystal Design



DIBS
by nets



PROFESSIONAL PROFILE

VERSATILE DESIGNER

As a jewellery designer, I excel in trend research, ideation, 3D modelling, and illustration—all surrounded by a strategic Design Thinking approach. Additionally, my background as a visual and digital designer enables me to merge aesthetics with function, creating original, user-oriented designs that meet project objectives. Working with design and concepts for over 20 years, I bring a wealth of expertise from visual identity and branding to user interface design, and 2D+3D animation to a team.

CONSUMER-CENTRIC

I'm empathic and service-oriented, honed through years of working with diverse clients and brands, allowing me to understand a variety of target groups and markets. Leveraging Design Thinking methods, my jewellery design is informed by trend research, persona segmentation, low-to-high fidelity prototypes, and user testing. When designing, I always strive to connect with the end user's desires to create designs that are both functional and emotionally resonant.

INNOVATIVE DRIVE

I have a strong passion for new technologies and integrating them into my jewellery design practice. By using tools like Rhino and KeyShot, I constantly push the boundaries of traditional jewellery design to create forward-thinking and trend-driven pieces. My ability to stay ahead of fashion trends and incorporate innovative techniques is central to my design philosophy.

SERVICE-MINDED & PROACTIVE

Being a freelancer for years, I developed a service-minded approach and the ability to work independently, taking great responsibility in driving successful outcomes. Additionally, creating my own 3D jewellery brand has given me hands-on experience and valuable insights into the jewellery industry, from market knowledge to product design and coherent branding. My proactive approach allows me to learn new skills fast, promoting innovation and adaptability across projects.

COLLABORATIVE & SOLUTION-ORIENTED

I thrive in collaborative environments where co-creativity and teamwork drive innovation. Whether working with designers or cross-functional teams, I bring my knowledge of jewellery design, technology, and business. My solution-oriented and supportive mindset helps ensure that the designs I create meet both aesthetic and practical requirements, always with a focus on delivering impactful results.



CASE



3D JEWELLERY BRAND

Since 2021, I have created my own small 3D jewellery brand, but it's important to emphasize that this is purely a creative side project, concluding next quarter and transition into a hobby. That said, the knowledge gained from building and managing it has been invaluable. I've worked on everything from competitor analysis, user tests, trend research, sustainability, to UI and graphic design, CVI, SoMe, and brand development. Both my 3D design and visual branding my strongest references, making this my primary case reflecting recent years of work: www.livvaosterby.com

Although my brand may appear substantial due to my visual skills, I have no desire for a large-scale jewellery production, as the extensive organization required to run a large business as an independent does not appeal to me. So even though @LivvaOsterby is my creative joy showing my passion for design, it is not a career path I wish to pursue, and I intentionally keep it small with minimal sales.

