

YVONNE HEDBERG

LEARNING EXPERIENCE DESIGNER
CONTENT PRODUCER | ART DIRECTOR



EDUCATION

DIGITAL LEARNING PRODUCER

Internal Training, Xtractor

2018

ART DIRECTION PROFESSIONAL

Berghs School of Communication

2015

DIGITAL DESIGN

Medieinstitutet

2006-2007

SKILLS

- Digital Learning Producer and Designer –
- Adapt Builder, Storyline, Rise, LMS tools
- Video Production and Animation – Vyond
- Concept Development, Content Structure, Scriptwriting and Script Editing
- Digital Marketing & Content Production
- Digital and Graphic Design – Canva
- Adobe CC: Photoshop, Illustrator, InDesign, Premiere Pro, Audition and After Effects
- OpenArt AI, Grok AI and other AI tools
- AI-assisted Content Creation using ChatGPT
- Blogging and Social Media
- Web, Content and Print
- WordPress and Other CMS Platforms
- Basic HTML and CSS
- Search Engine Optimization (SEO)

Experienced Learning Experience Designer and Senior Art Director with more than 20 years of experience transforming knowledge into engaging digital experiences.

Specialized in digital learning production, instructional design, content creation, and course development. I create educational and visually appealing solutions for digital channels, always with the target audience, brand, and quality at the center.

PROFESSIONAL EXPERIENCE

LEARNING EXPERIENCE DESIGNER ART DIRECTOR

Kompetensexpress | 2021-Present

- Production, design, and content creation for digital learning solutions using Adapt Builder and Articulate Storyline.
- Creation of animations in Vyond
- Production of slideshows, audio content, and subtitles.
- Focus on accessibility, UX, and UI design.

LEARNING EXPERIENCE DESIGNER ART DIRECTOR

Xtractor (now Aleido) | 2018-2021

- Production, design, and content creation for digital learning solutions using Adapt Builder, Articulate Storyline, and Rise.
- Creation of animations in Vyond.
- Video production, audio editing, and subtitle creation.
- Focus on accessibility, UX, and UI design.

CONTACT

Phone: +46 76 652 40 96

Location: Solna, Stockholm, Sweden

Email: info@yvonnehedberg.se

Portfolio: yvonnehedberg.se

ADDITIONAL EMPLOYMENT

FREELANCE CONTENT PRODUCER ART DIRECTOR

Healthcreator.se (Self-Employed & own company) | 2016–Present

- Content Producer, Art Director, Social Media Manager, Campaign Creator, Blogger and Instructional Designer
- Photography and Production of Own Cookbooks
- Recipe Developer and Course Creator
- Production of Online Courses in Gluten-Free Bread Baking

ART DIRECTOR / WEBDESIGNER

Funka | 2014-2015

- Design of websites (responsive design) and internal printed materials
- Worked with UX, UI and accessibility.

ART DIRECTOR / WEBDESIGNER

Getupdated | 2011-2014

- Concept Development and Website Design
- Client Management, Project Management and Project Kick-off Meetings
- Conducted Training Sessions in the CMS Platforms WordPress and SEO CMS

FREELANCE ART DIRECTOR OWN BUSINESS

Kammarkollegiet | 2010-2011

- Design and Information Architecture for the Public Procurement Support Website
- Developed a Technical Solution for Clear Information Presentation.

ART DIRECTOR / WEBDESIGNER

Enestedt reklambyrå | 2008-2009

- Designed Websites, Flash Animations and Newsletters
- Responsible for Client Communication and Front-End Development
- Website Administration for Client Websites

ART DIRECTOR / WEBDESIGNER

Hynne & Co | 2006-2007

- Concept Development and Website Design
- Project Management, Project Kick-off Meetings and Training in CMS Platforms
- Website Administration Using CMS Platforms

ADDITIONAL EDUCATION

WEBMASTER

Jensen Education | 2004-2005

ADDITIONAL COURSES

- WordPress Producer
- Adobe InDesign
- Drawing
- Photography
- Flash Animation
- Graphic Design & Illustration
- Web Design with Dreamweaver
- Adobe Photoshop
- Health Chef Training
- Improvisational Theatre
- Choir Singing

PERSONAL PROJECTS

Healthcreator.se | 2015-Present

Founder and creator of Healthcreator.se, a food and wellness platform focused on plant-based, gluten-free, and sugar-free recipes.

Responsible for:

- Recipe development
- Food photography
- Website development
- Newsletter marketing
- Social media content creation
- Cookbook publishing
- Online course production

Published five cookbooks and several online courses and video trainings in gluten-free baking, health, and plant-based cooking.

PORTFOLIO

yvonnehedberg.se