

# PORTFOLIO

UI, UX and Graphic design

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# Skolkollen

Skolkollen is a new platform where you can collect statistics and compare information about all schools in Sweden.

## Project

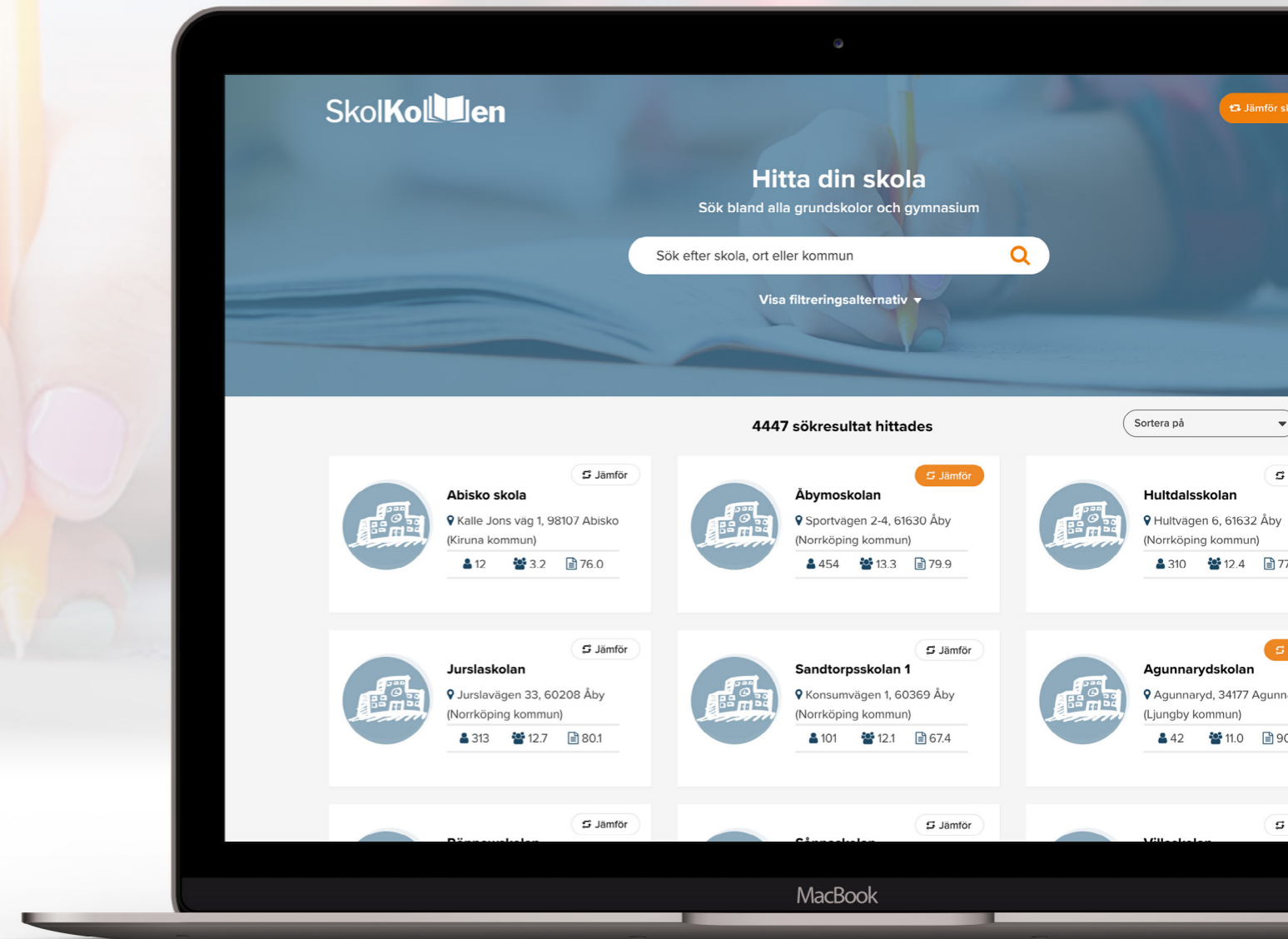
The goal was to make the platform as simple as possible, **for parents and students.**

The goal is to provide relevant information about schools around the country.

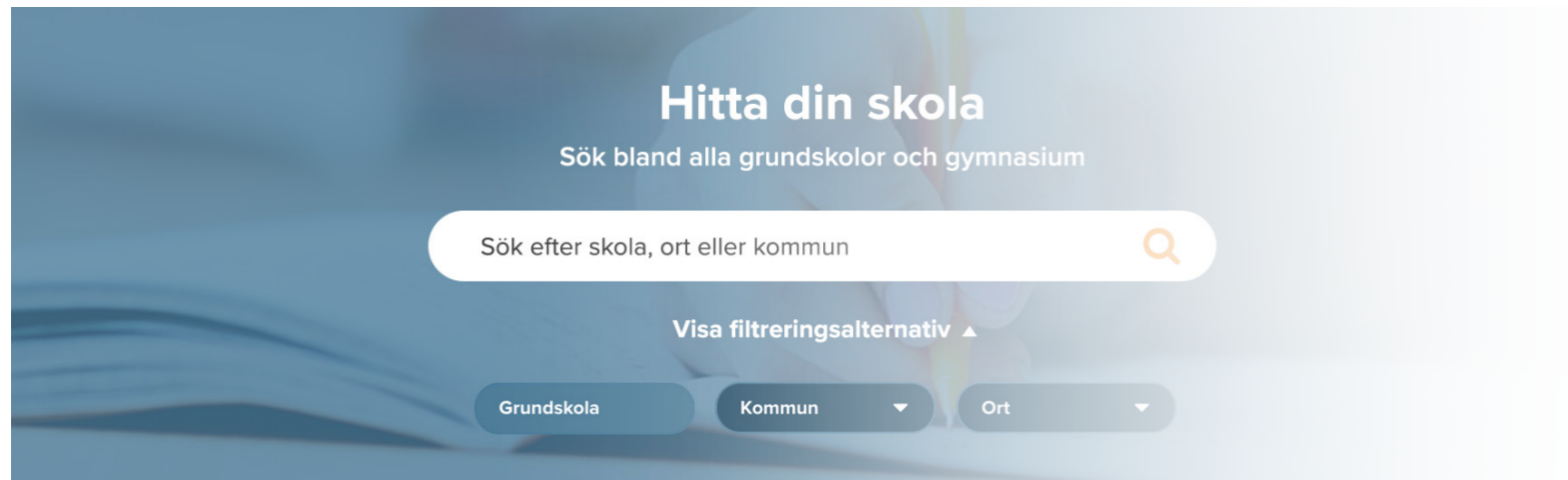
## Mission

Create an easy-to-understand UI that appeals to young people as adults.

Visualize important information in a simple and user-friendly manner.



## UX DESIGN PROCESS



## Filter

Visitors can search and filter schools based on geographic area and school type.

The user can either use the big search box or use the filter buttons to find the right school.



## Search result

The result shows the main information about the school such as number of students, students per teacher and merit points.

In the upper corner, the user can find a compare button, that puts the school in a comparing list.

## UX DESIGN PROCESS

**SkolKollen** Sök efter skola...

**Norrekaskolan, Grundskola**  
010-234567 Norrekavägen 1  
Besök profil Ta bort

**Katedralskolan, Gymnasieskola**  
0470-41738 Samuel Ödmans väg 1  
Besök profil Ta bort

+ Lägg till skola

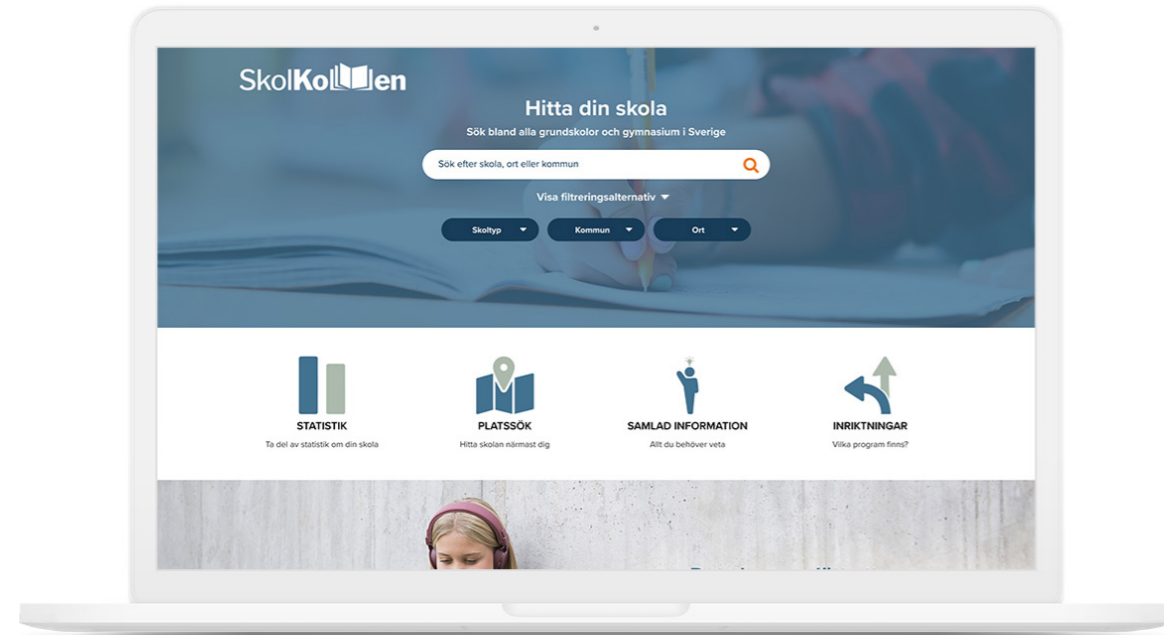
Elever på skolan	236	Elever på skolan	1313
Elever per lärare	13.2	Elever per lärare	-
Andel med examen	-	Andel med examen	92.4%
Uppnått kunskapskravet åk 9	-	Uppnått kunskapskravet åk 9	-
Andel lärare med behörighet	70%	Andel lärare med behörighet	94.1%
Genomsnittlig betygspoäng	-	Genomsnittlig betygspoäng	14.9

## How can the user compare the schools in an easy way?

The user can compare up to three schools with each other in this view. This makes it easier for the user to compare the different information and statistics.

From this view, the user can either go to the school profile or remove the current school to add another one.

## UI DESIGN PROCESS



Authoritative



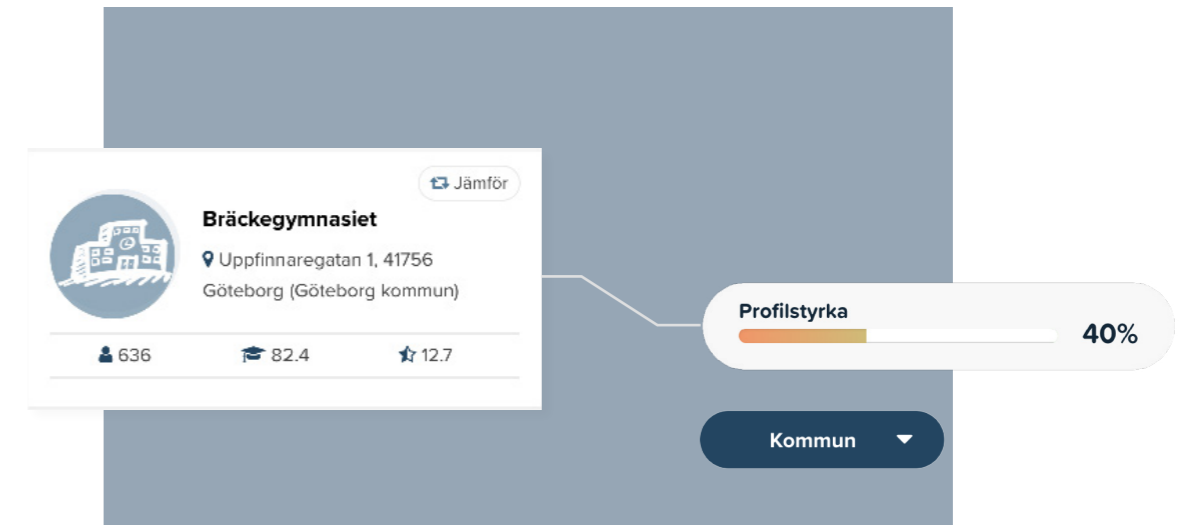
Reliability



Calming



Attention



## COLOR CHOICES

The color makes the viewer feel safe and **secure** and **creates trust in the company**. Blue is also associated with loyalty and calm.

## SHAPES

**Rounded shapes** gives the brand a more organic and **friendly feel**.

# Korrö Hantverksby

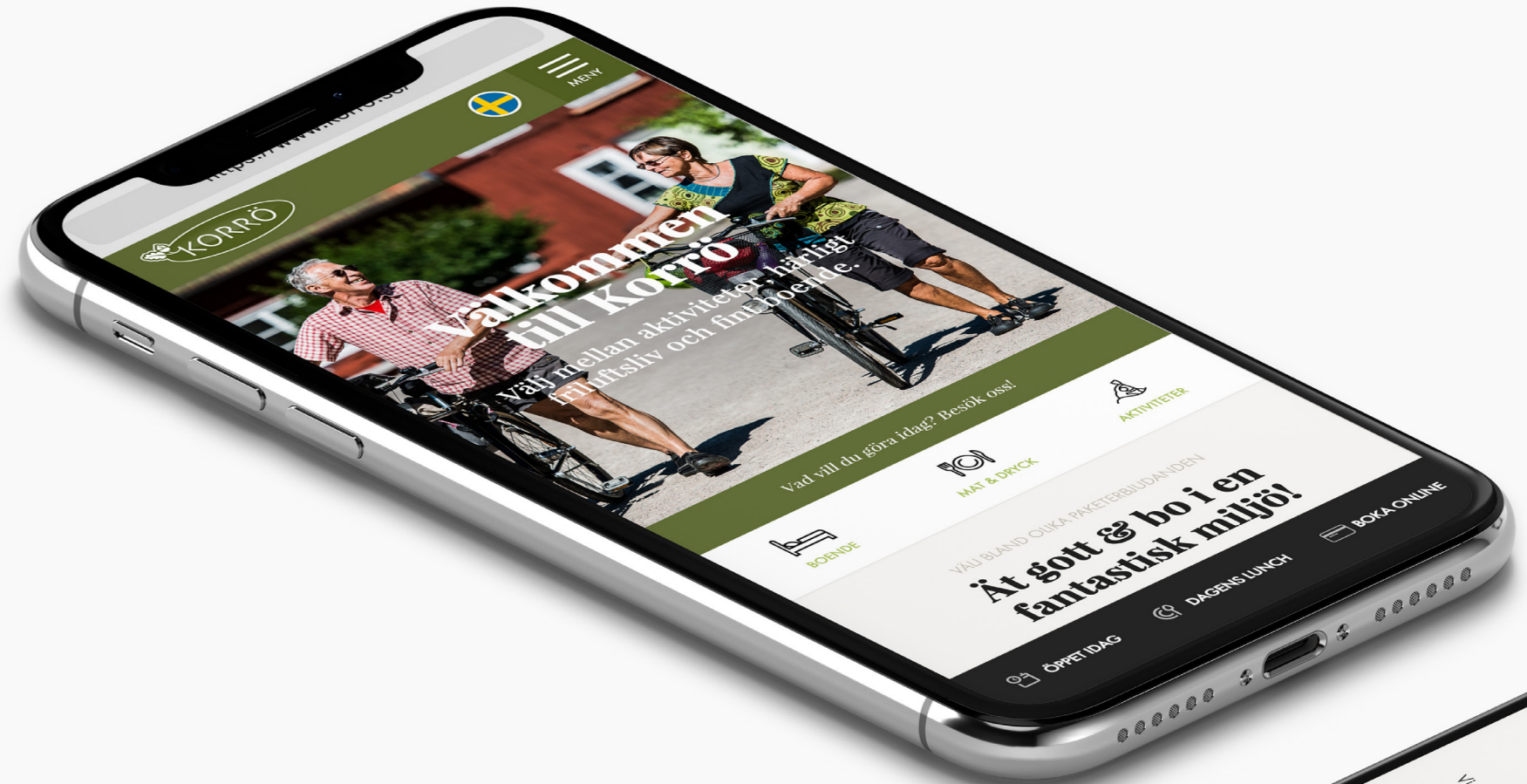
Website for Korrö, an old craft village that is well known for their restaurant and different activities.

## Project

The client was asking for a new user friendly website with a modern look.

## Mission

Gather a lot of information without losing the clarity. The user should find the most important things directly.



## Fast inputs for the user

How can we fit a lot of information in a small space? I worked a lot with call to action and really finding out what the user is looking for.

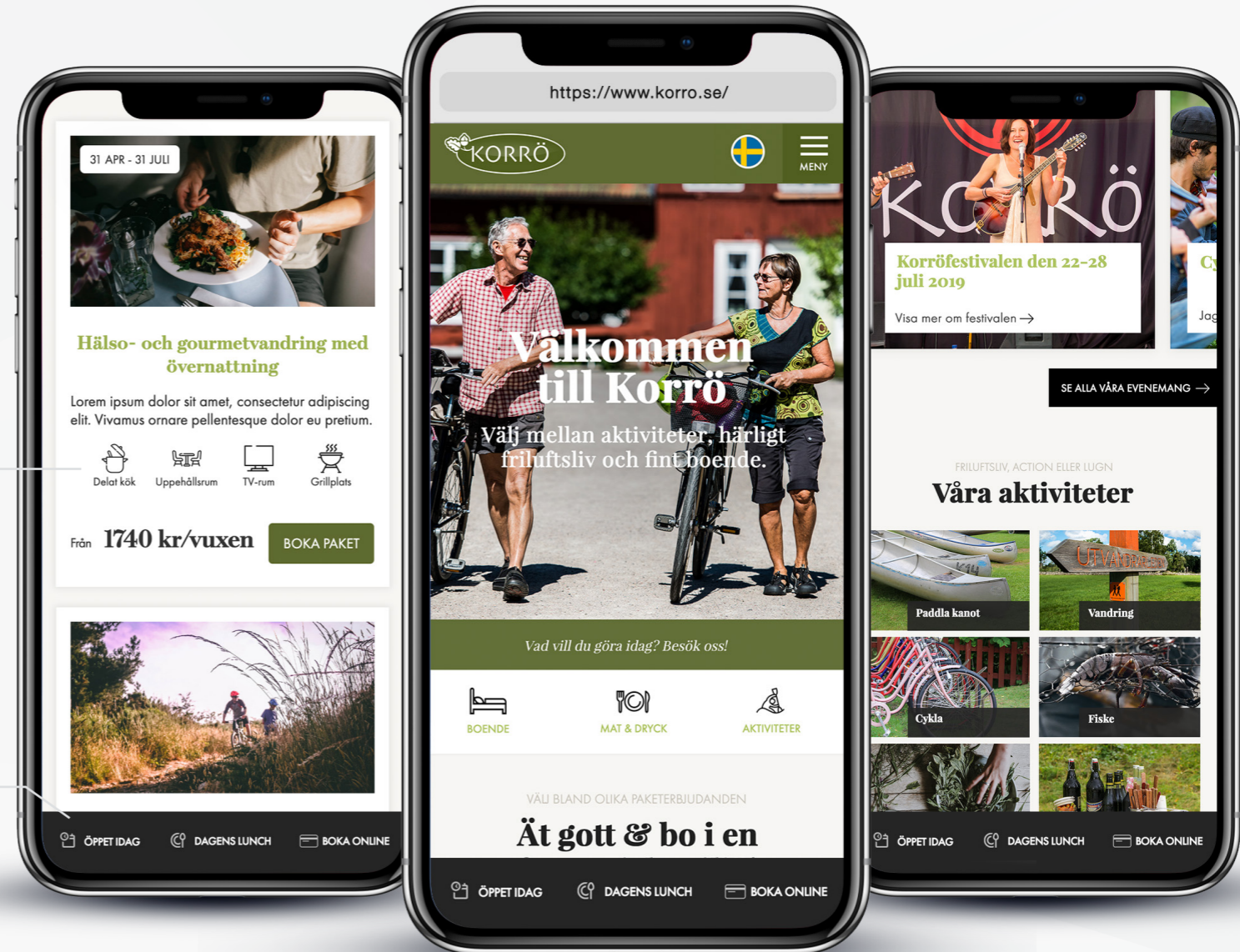
The company wanted more visitors, and to achieve that goal, the website needed to be modern and give all the important information at once.

### Overview

Visualization of what is included in the package

### The most common questions

Three different ways to entry the most common questions, such as a direct link to their opening hours.



# Fogmaker International

Website for Fogmaker, company that works with fire suppression systems for engine compartments.

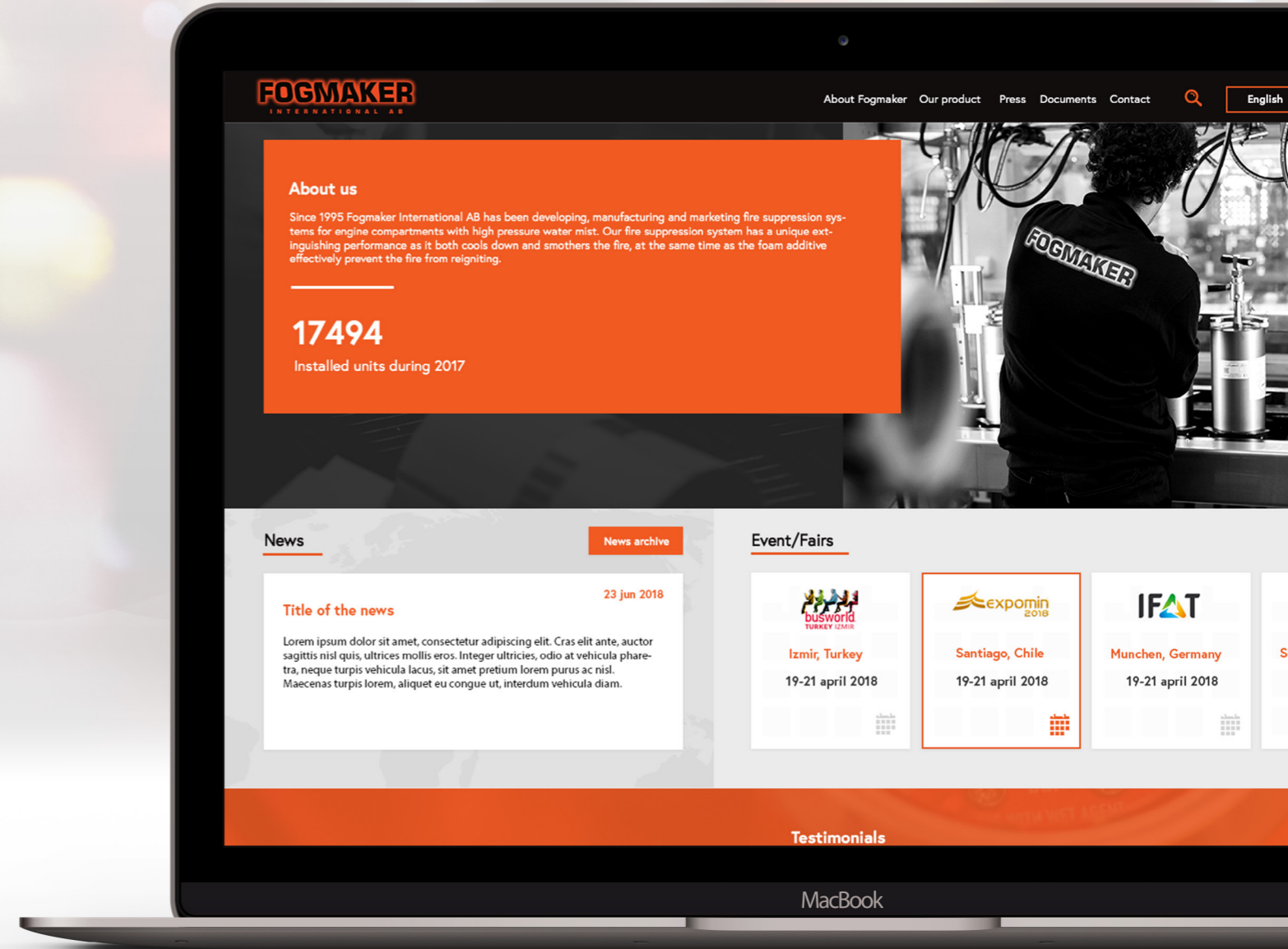
## Project

The client was asking for a new website that would reflect the **internationalization of the company.**

## Mission

Convert their new graphical profile to the website

Focus on making a great user experience and eye-catching UI that inspires and feels global.





# FINISHED PRODUCT

**FOGMAKER INTERNATIONAL AB**

About Fogmaker Our product Press Documents Contact

**Fire suppression in vehicles**

**Easy to install**  
Fogmaker suppression system is normally carried out by our own travelling service available all over the world.

**Quick Service**  
Once a year the fire suppression system is certified service technician. Normally, this is done during the annual maintenance.

**Efficient suppression**  
Fogmaker high pressure water mist is efficient. The water mist gives an immediate choking effect on the fire.

The water mist's ability to quickly suppress the fire in the engine compartment. The system works without electricity supply and is position independent (if the vehicle is laying on the side or up-side-down).

**FORESTRY** **Forestry Machines**

MARINE **Forestry Machines**  
Fogmaker high pressure water mist is efficient for suppressing fires in engine compartments. The water mist gives an immediate choking and cooling effect.

RACING **Forestry Machines**  
The water mist's ability to quickly suppress the fire limits or stops the damage in the engine compartment. The system works without electricity supply and is position independent (if the vehicle is laying on the side or up-side-down).

MINING **Forestry Machines**

TRUCKS **Forestry Machines**

CONTRACTOR **Forestry Machines**

SPECIALIZED **Forestry Machines**

**Fogmaker North America**

**FOGMAKER INTERNATIONAL AB**

About Fogmaker Our product Press Documents Contact

English Partner Login

**Fogmaker**  
Is your vehicle protected from fire?

Talk solutions with us

**Find closest distributor**

Search by city name Filter by region

**Voith Turbo, s.a. Maroc**  
Via Plan della Genna Casablanca +212661337475  
Installation 5 Years Service  
E-mail: jason.kong@voith.com Website: jason.kong@voith.com

**Voith Turbo, s.a. Maroc**  
Via Plan della Genna Casablanca +212661337475  
Installation 5 Years Service  
E-mail: jason.kong@voith.com Website: jason.kong@voith.com

**Voith Turbo, s.a. Maroc**  
Via Plan della Genna Casablanca  
Installation  
E-mail: jason.kong@voith.com Website: jason.kong@voith.com

**About us**

Since 1995 Fogmaker International AB has been developing, manufacturing and marketing fire suppression systems for engine compartments with high pressure water mist. Our fire suppression system has a unique extinguishing performance as it both cools down and smothers the fire, at the same time as the foam additive effectively prevent the fire from reigniting.

**17494**  
Installed units during 2017

**FOGMAKER INTERNATIONAL AB**

About Fogmaker Our product Press Documents Contact

English Partner Login

**Product Model 7,5 lit**

156

Measurements: 156x200  
Weight: 10 kg

System examples:  
- Gross volume "engine compartment": 4 m³  
- Extinguishant volume: 6.1 litres  
- Number of spray nozzles: 11 pcs  
- Type of nozzle: "Hollow cone nozzle" 1.2 l/min  
- Distance most remote nozzle: 8 m

Calculate according to R107

**Sales information**  
This calculation is an approximate result. For detailed information, please contact us.  
order@fogmaker.com  
+46 (0)470-772200

**Approved by R107**  
Fogmaker approved in accordance with latest international standard for fire suppression systems in buses.

Fogmaker has also made the first fire suppression system available that has the type approval:  
UNECE Regulation No.107 Cert. No. 06001 (2017-01-18).

**Class III- Coaches**

Vehicle Class	FSS according to R107 becomes compulsory	Vehicle types	Final date
Class II	11th of July 2018	New vehicle types	11th of July 2019
Class I and II	1st of September 2020	New vehicle types	1st of September 2021

**Class I and II- City buses**

**Fogmaker International AB**

+46 (0)470-772200 info@fogmaker.se

Career Distributor Download Product

**News** News archive

**Event/Fairs** All events

**Title of the news** 23 Jun 2018

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras elit ante, auctor sagittis nisl quis, ultrices mollis eros. Integer ultricies, odio at vehicula pharetra, neque turpis vehicula lacus, sit amet pretium lorem purus ac nisl. Maecenas turpis lorem, aliquet eu congue ut, interdum vehicula diam.

**Busworld** Izmir, Turkey 19-21 april 2018

**expomin 2018** Santiago, Chile 19-21 april 2018

**IFAT** Munchen, Germany 19-21 april 2018

**Euro Mine Expo** Skellefteå, Sweden 19-21 april 2018

**approved in accordance with R107**

ist international standard for fire suppression systems in bus implement the official tests with successful results in October 2016. The system is available that has the type approval – (2017-01-18).

in SP method 4912, see results below:  
Item 1: specific engine, upscaling of extinguishant volume and number of minimum requirement for the stated engine compartment gross volume.

## UX DESIGN PROCESS

**FOGMAKER**  
INTERNATIONAL AB

About Fogmaker Our product Press Documents Contact

English

Find closest distributor

Search by city name Filter by region

**Voith Turbo, s.a. Maroc**  
Via Pian della Genna  
Casablanca  
+212661337475

✓ Installation ✓ 5 års Service  
E-mail: jason.kong@voith.com  
Website: jason.kong@voith.com

**Voith Turbo, s.a. Maroc**  
Via Pian della Genna  
Casablanca  
+212661337475

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**Voith Turbo, s.a. Maroc**  
Via Pian della Genna  
Casablanca

✓ Installation  
E-mail: jason.kong@voith.com  
Website: jason.kong@voith.com

## Map of their distributors

Fogmaker wanted a map solution for their users to find the closest one or choosing region.

The map does also give the user the option to filter through the distributors depending on the service they provide.

**FOGMAKER**  
INTERNATIONAL AB

About Fogmaker Our product Press Documents Contact

English

OUR MODELS

Ø 156 Ø 178

MODEL 7,5 lit  
MODEL 6,5 lit  
MODEL 4 lit  
MODEL 3,3 lit

**Product Model 7,5 lit**  
Ø 156

Measurements: 156x200  
Weight: 10 kg

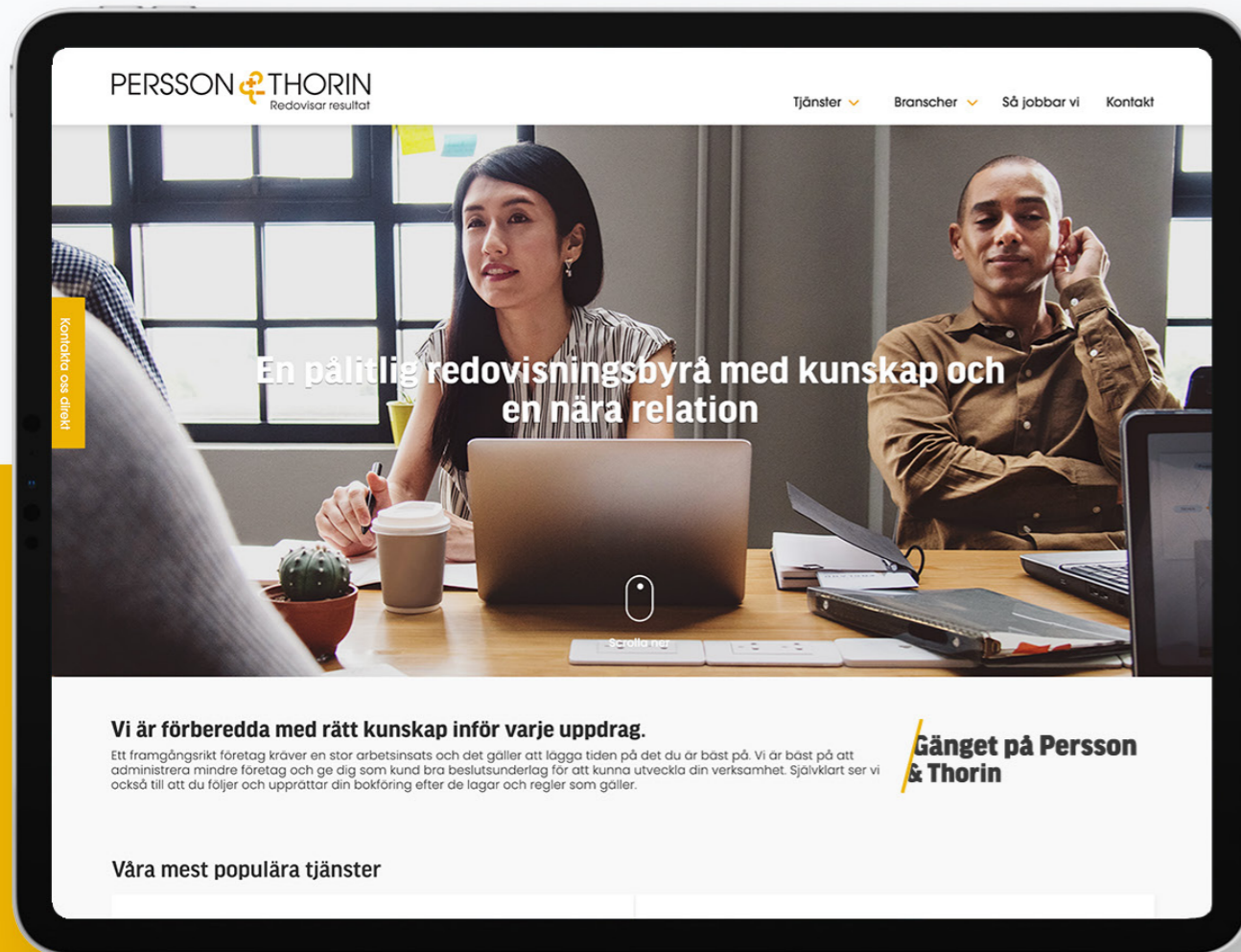
System examples:  
- Gross volume "engine compartment": 4 m<sup>3</sup>  
- Extinguishant volume: 6.1 litres  
- Number of spray nozzles: 11 pcs  
- Type of nozzle: "Hollow cone nozzle" 1.2 l/min  
- Distance most remote nozzle: 8 m

Calculate according to R107

## Product page and calculator

The product page is made to let the user switch between the different sizes and models.

The calculator is a tool used to get an exact amount of products you need, for your type of vehicle. **The calculator simplifies the step between the user and company.**



# Persson & Thorin

Website for an accounting bureau.

## Project

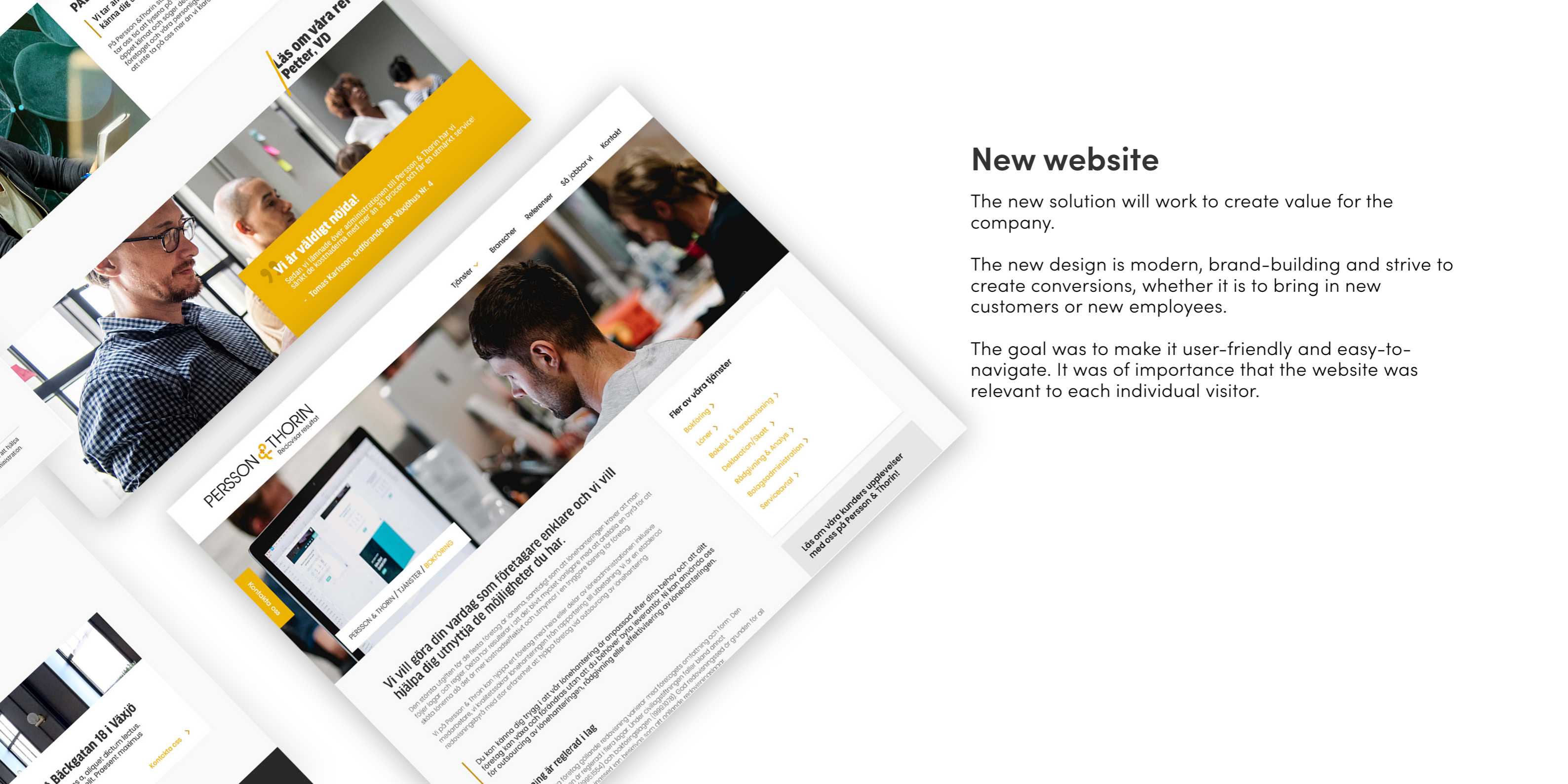
Persson & Thorin's previous website was outdated and contentless.

The goal was to launch a modern, sell- and brand-building website

## Mission

Mediate their key words connected to their company: **Knowledge, Reliability** and **Near**.

Easier for users to find right information and make it simple to contact them.



# New website

The new solution will work to create value for the company.

The new design is modern, brand-building and strive to create conversions, whether it is to bring in new customers or new employees.

The goal was to make it user-friendly and easy-to-navigate. It was of importance that the website was relevant to each individual visitor.

PERSSON & THORIN  
Revisor resultat



Kontakta oss

PERSSON & THORIN / TJÄNSTER / BOKFÖRING

## Vi vill göra din vardag som företagare enklare och vi vill hjälpa dig utnyttja de möjligheter du har.

Den största utgiften för de flesta företag är löna som ibland är svår att hantera. Vi hjälper dig att förstå dina löner och göra dem enklare att förstå. Vi hjälper dig att förstå dina löner och göra dem enklare att förstå. Vi hjälper dig att förstå dina löner och göra dem enklare att förstå.

Du kan kanna dig trygg i att vår lönehantering är anpassad efter dina behov och att ditt företag kan växa och förändras utan att du behöver byta leverantör. Vi kan använda oss för outsourcing av lönehanteringen, rådgivning eller effektivisering av lönehanteringen.

## Vi är reglerad i lag

För företag gällande redovisning av löner och reglerad flera lagar. Under tilläggsföringen (eller bland annat bokföringslagen (1998:778)) God redovisningssed är grunden för all verksamhet som omfattas av bokföringslagen.

## Fler av våra tjänster

- Bokföring >
- Låner >
- Bokslut & Årsredovisning >
- Deklaration/Skatt >
- Rådgivning & Analys >
- Bolagsadministration >
- Serviceavtal >

Läs om våra kunders upplevelser med oss på Persson & Thorin!

## Vi är väldigt nöjda!

Sedan vi lämnade över administrationen till Persson & Thorin har vi säkrat de kostnaderna med mer än 30 procent och får en utmärkt service!

- Tomas Karlsson, ordförande BRF Växjöhus Nr. 4

## Läs om våra referenser

Vi tar alltid på oss tid att lyssna på dig och dina behov. Vi tar oss tid att lyssna på dig och dina behov. Vi tar oss tid att lyssna på dig och dina behov.

Tjänster > Bransch > Referenser > Så jobbar vi > Kontakt

## Bäckgatan 18 i Växjö

Kontakta oss >

## UI DESIGN PROCESS



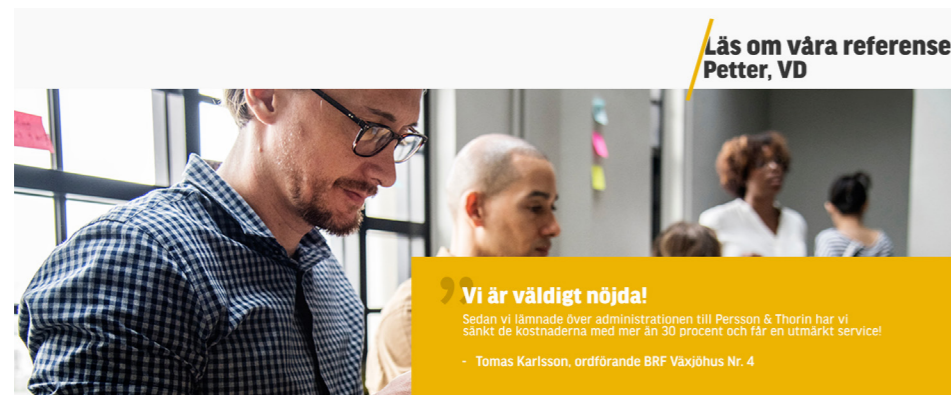
### At hand for their customers

A personal contact box with color and kindness.



### Knowledge

Showing their value words in a slider, combining picture and text.



### Reliable

A big area displaying different references with a related quote.

# Hälsans hus

Website for a local gym in Sweden

## Project

Hälsans hus wanted a new website and identity branding, with a modern look with a great usability.

Focus on a personal and genuine identity and easy navigation.

## Mission

Give the gym-company a graphic identity since they didn't have one before.

There are plenty of smart highways to filter and see all the activities they provide.



## UX DESIGN PROCESS

Vi på Hälsans Hus erbjuder pass för alla åldrar och ändamål.

Se alla

Styrka

Kondition

Gravidträning

Avslappning

Rörlighet

Stretchning

Vattenträning



Alla pass

### Cirkelfys

Ett kraftfullt och svettigt träningspass där vi kör station för station i träningshallen. Här guidas du både tekniskt och peppande genom passets stationer. Häng med du också på ett fartfyllt helkroppspass med såväl funktionell styrka som uthållighet och kondition.

Tisdagar: 19.00

#### Kontakta oss

0474-711 40 (även avbokningar)

info@halsans-hus.com

Hälsans väg 2, 364 30 Åseda

Träningschema

Öppettider

Boka pass



VAD VILL DU TRÄNA?

## Important UX features

The gym offers a lot of variation of workouts, everything from spinning to different water-training. Therefore I believed it was an important quality to be able to **filter based on your interests**.

I also choose to **highlight the duration of the workout** since it is often highly requested.

## Focus on information and conversion

**The contact box is recurrent on every page**, where you have the option to come in contact with the employees or book your workout. This is a helpful feature to guide the user into making an action.

# Öjaby Herrgård

Hotel and restaurant located in a beautiful mansion in Småland.

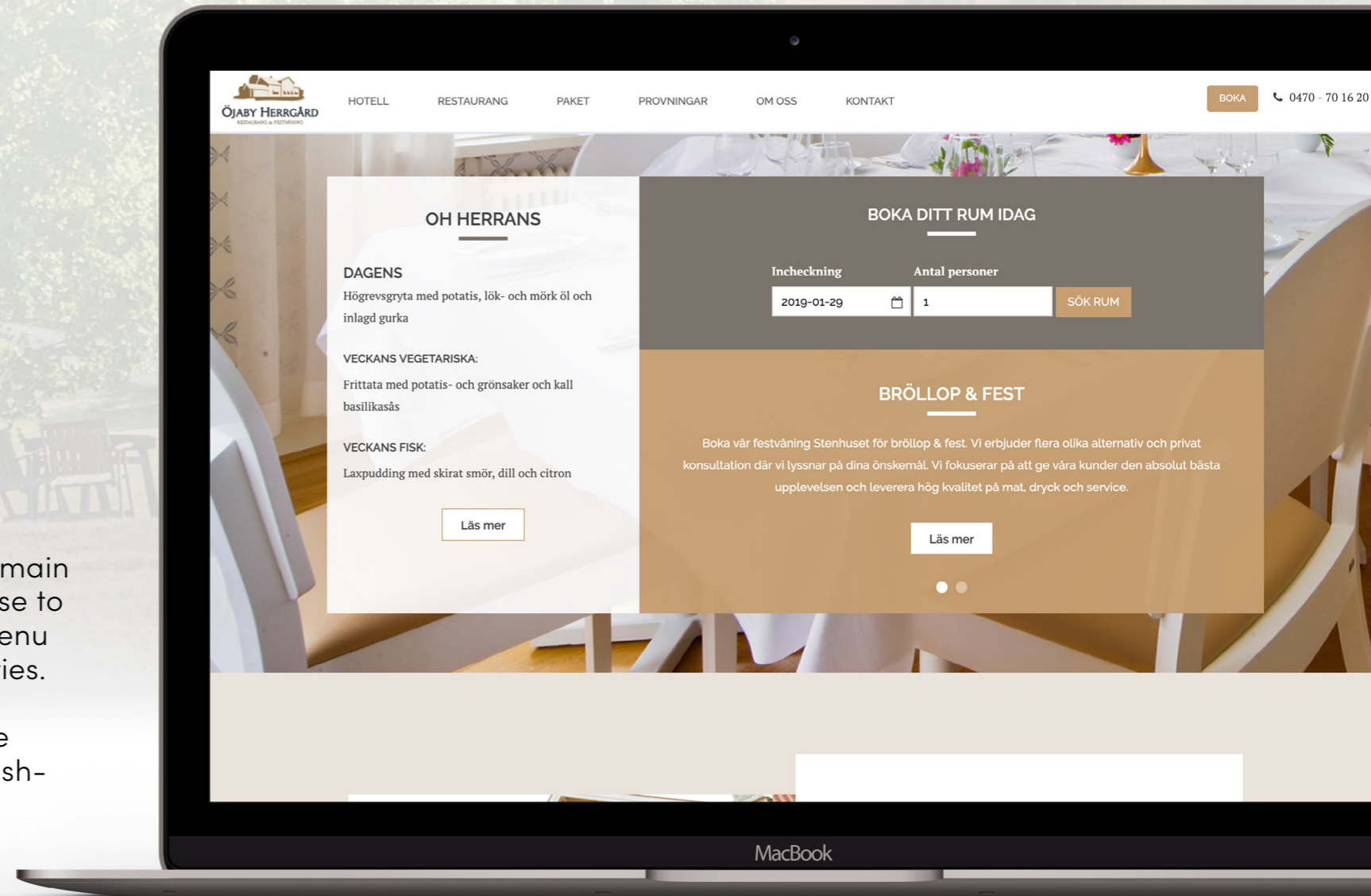
## Project

Redesign of the start page for the hotel and restaurant called Öjaby Herrgård. They wanted to show as much as possible on a small space.

## Mission

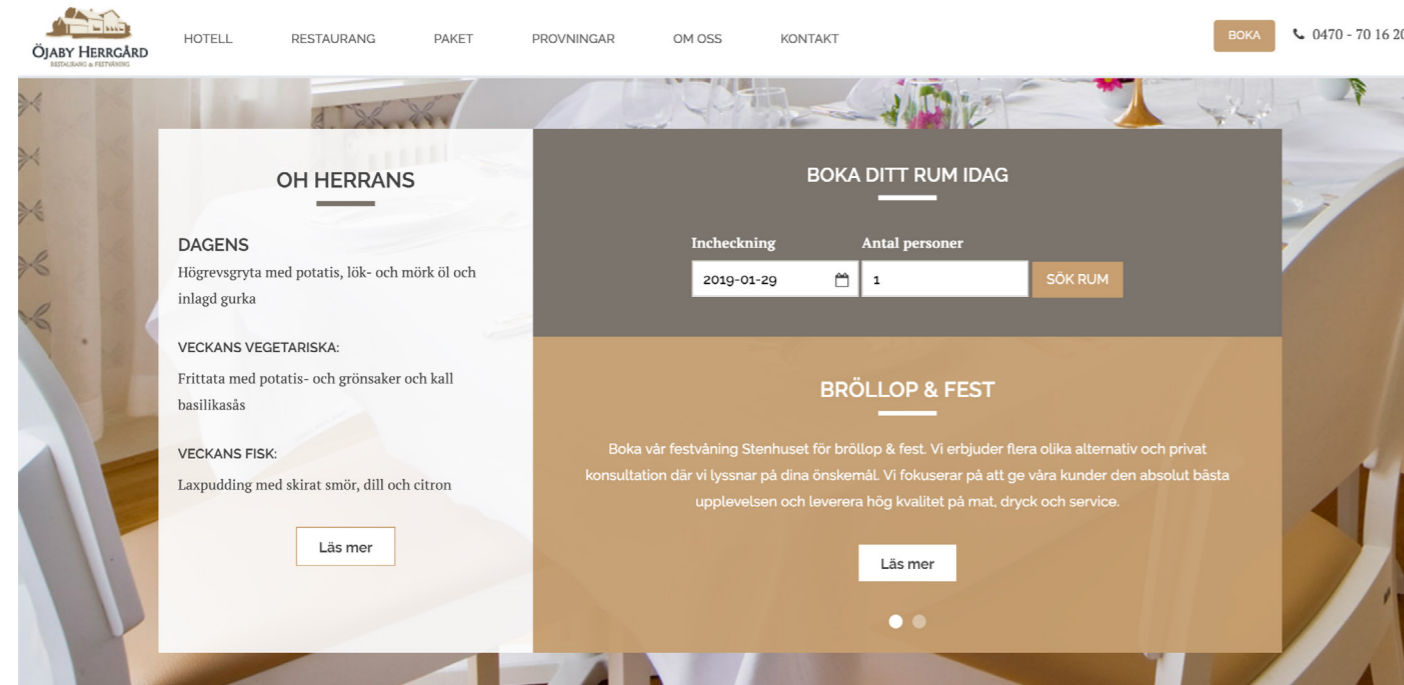
The user should see their three main categories immediately and choose to either book a room, view the menu or read more about their activities.

Display the daily menu from the restaurant with automatic publishing on the website.





# REDESIGN

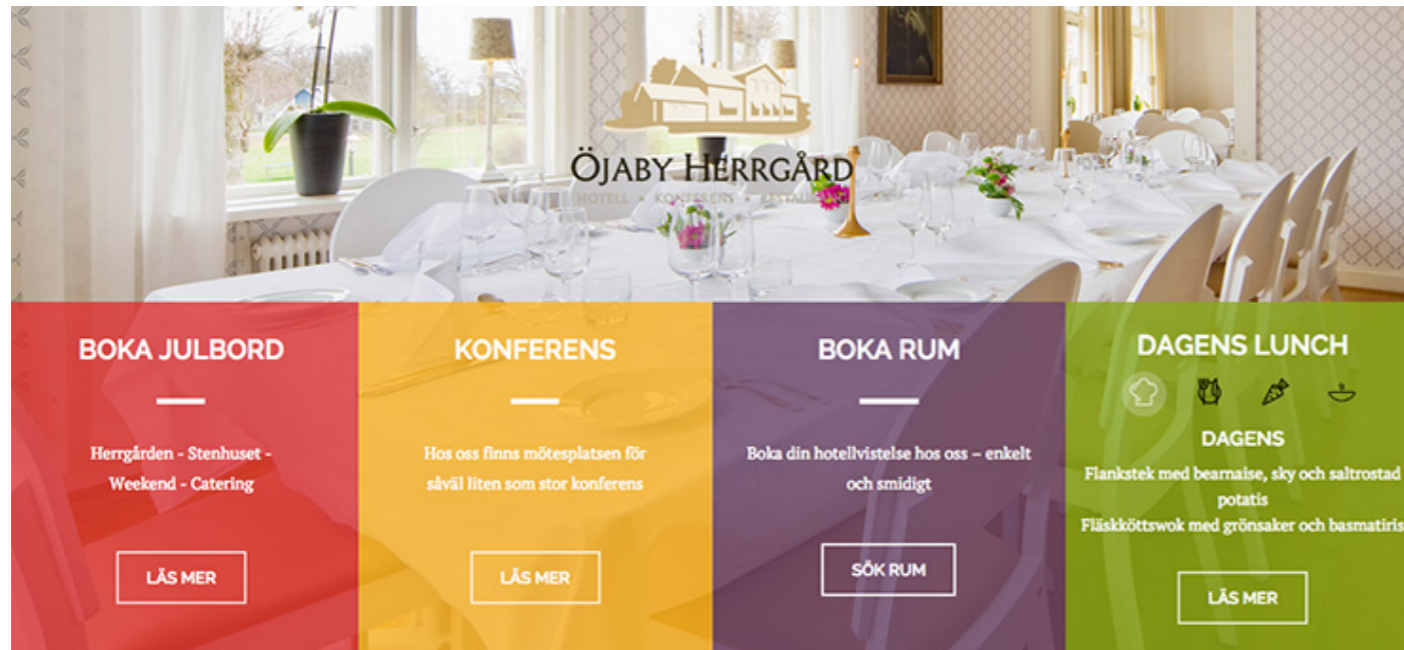


New

## Important UX features

The company is mentioned for their service and good food served in a manor house environment and wanted this to be perceived by the design.

The main thing was to gather **the four previous boxes** into **one unit** and use the surface **more efficient**.

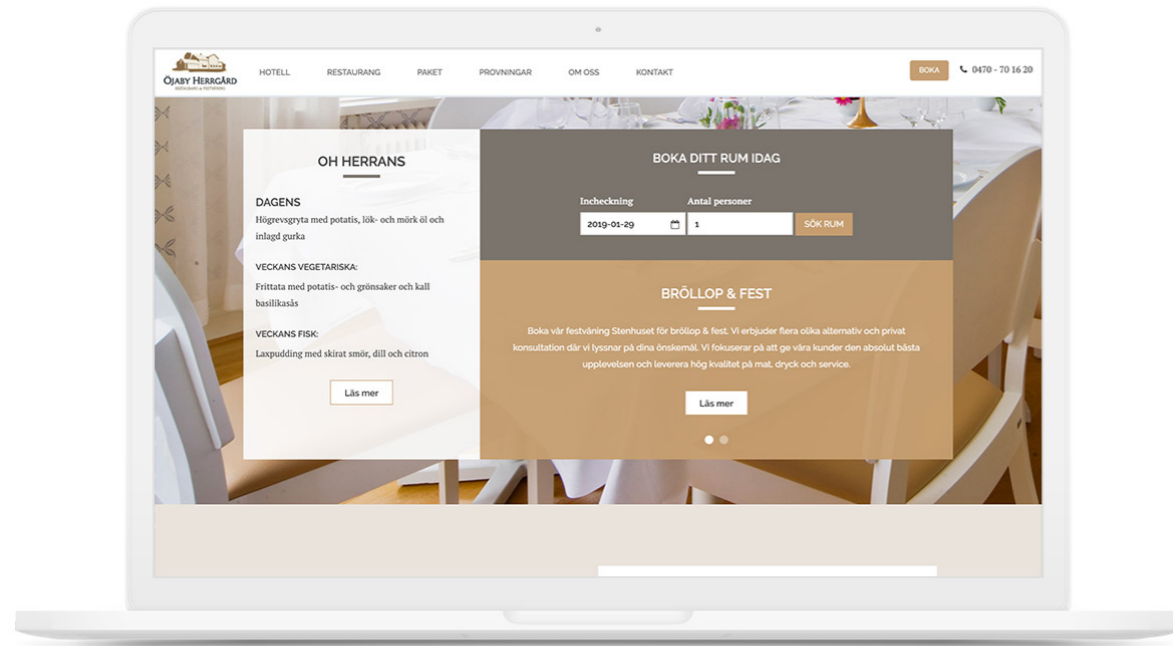


Old

## Focus on information and conversion

In the old design, the different areas was divided in the colored boxes and the daily menu didn't get the space it needed. In this design the events has their own box and the space was not used in an effective way.

## UI DESIGN PROCESS



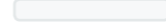
Authoritative



Responsible

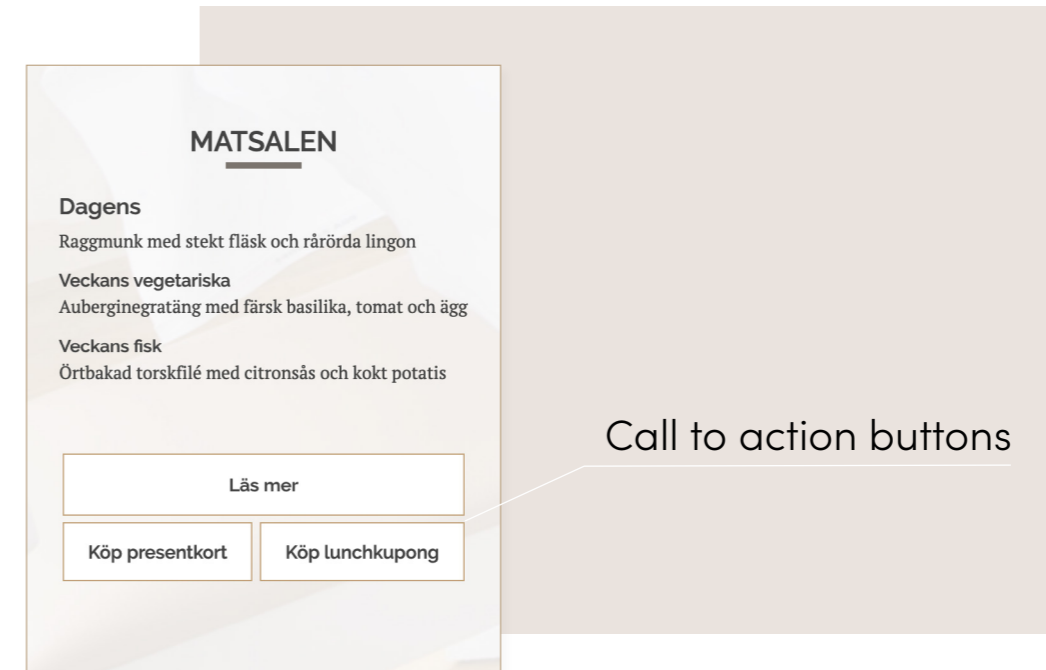


Calming



## COLOR CHOICES

I chose to go back to the more traditional look and worked with the brown colors that was already integrated to the website. I divided the different areas into blocks. The booking part got a darker color to catch the eye.



Call to action buttons

## FUNCTIONS

Displaying the daily menu from the restaurant with automatic publishing on the website.

With simple buttons, the user can choose to either read more about the menu, buy a present card or lunch-coupon.

# GRAPHIC DESIGN

Handwritten notes: "Concept", "Investment Research", "Income Growth", "St"

## BULLET PROOF MANAGER

### Invävda komponenter

Framstående utbildningspsykologer menar att fyra komponenter måste ingå i träningsprogram för att uppnå en hållbar och positiv inverkan på individens beteende. Nedan beskrivs de fyra komponenterna och hur de vävs in i ledarutvecklingsprogrammet Bullet Proof Manager.

- 1 Kontinuerlig inläring**  
Inläring är en process och inte en engångshändelse. Under en 12 månadersperiod utbildas deltagarna i totalt 48 timmar, utifrån 24 övningsregiment samt upprättar en personlig handlingsplan för att kunna tillämpa den.
- 2 Omfattande skriftligt material**  
Deltagarna bygger upp ett omfattande bibliotek med skriftligt informations- och övningsmaterial.
- 3 Dela med andra**  
Att dela med sig av ny kunskap skapar ledarskapsegenskaper, ökar träningsvärdet och förstärker motivationen. Detta gör deltagarna under våra workshops och när de lär ut kunskaperna i sin egen verksamhet.
- 4 Finslipa inlärd färdigheter**  
Deltagarna har möjlighet att på egen hand ta del av filmbibliotek och övningsmaterial som ingår i Bullet Proof Manager.

70% Praktisk tillämpning  
25% Videointroduktion  
5% Personlig handlingsplan

### Stöd via webben

Kompetensutveckling innebär ett ständigt lärande. Därför erbjuder Bullet Proof Manager en innehållsrik och pedagogisk webbplats där deltagarna kan ta del av filmmaterial, göra utvärderingar, läsa kursmaterial och studera kursrelaterade artiklar.

På webbplatsen finns också uppföljningsövningar som är utformade för att hjälpa deltagarna att förstärka inläringen och lära sig mer om de områden som ingår i Bullet Proof Manager.

\*Ungefärlig fördelning av ett typiskt träningsfall

### Våra föreläsningar under året

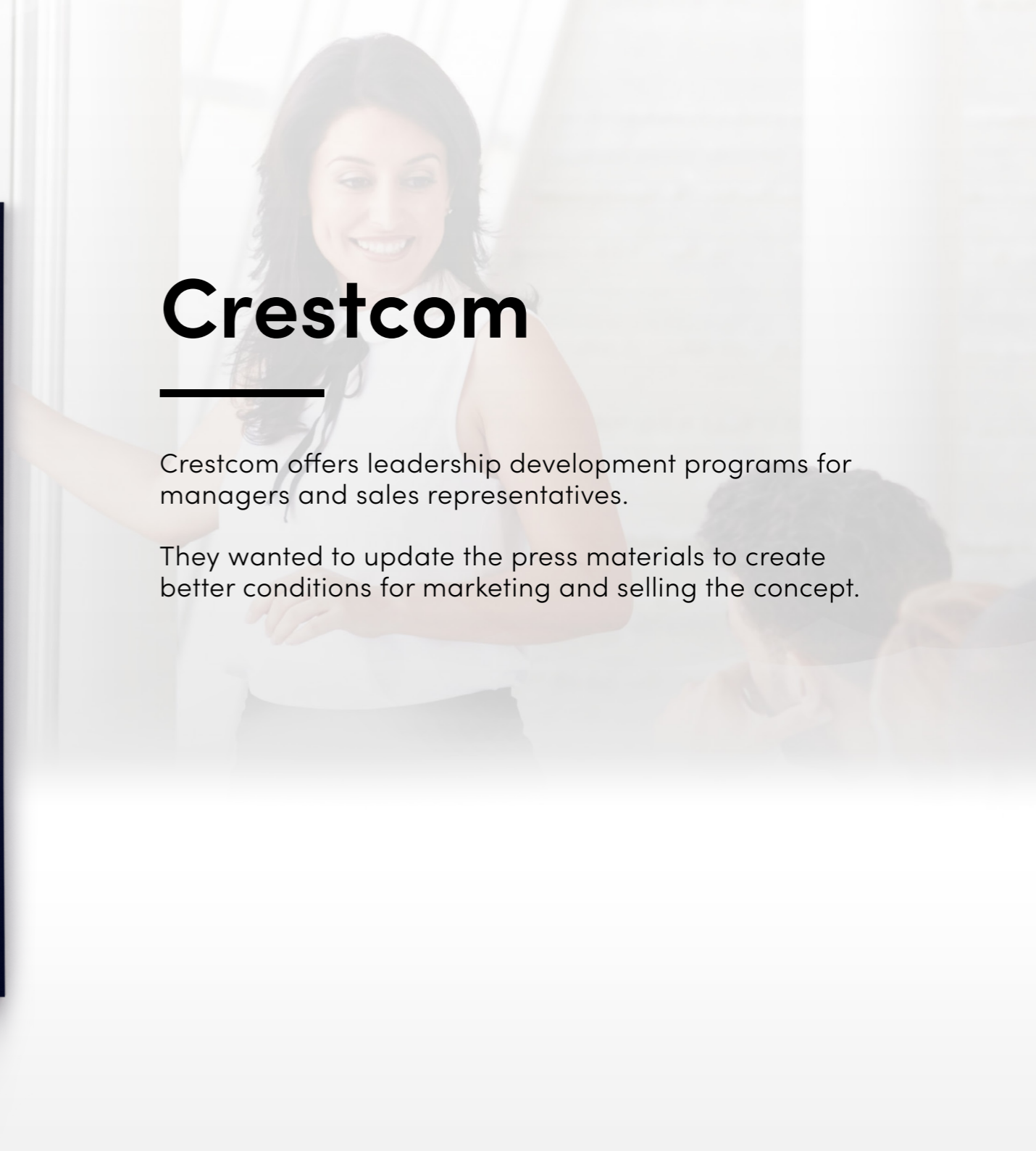
\*Många föreläsningar kommer att ändras i och med att innehållet i Bullet Proof Manager utvecklas.

<b>januari</b> <b>LISA FORD</b> <b>Att överträffa kundens förväntningar</b> Förbättra, förändra och förvärna din kund. Kundbemötandets "fyra regler". Sex steg för att återvinna kundens förtroende.	<b>februari</b> <b>NIDO QUBEIN</b> <b>Att utveckla ditt team genom förändring</b> Tre dynamiska ledarskapsstrategier. Att göra kloka investeringar i relationskapital. Fem praktiska tillvägagångssätt.	<b>mars</b> <b>DR JIM HENNING</b> <b>Förhandla för att vinna</b> Sexten förhandlingsstrategier som ger resultat. Att ge och få effektivitet. Fördel, resultat, värde.	<b>BOB JOHNSON</b> <b>Kreativ ledarskap</b> Färdigheter i förändringsarbete. Kreativitet och samarbetsengagemang. Det kloka skillemellan chefer och klot.	<b>maj</b> <b>LISA FORD</b> <b>Att anställa, utveckla och belöna medarbetare</b> Fem viktiga kriterier för effektiv rekrytering. Realistiska arbetsbeskrivningar. Behåll serviceinriktade medarbetare.	<b>juni</b> <b>DR TERRY PAULSON</b> <b>Investerar din tid rätt</b> Uppdragsfokuserade jämförelser. Ja-kyssan. Att klara av prioriteringsförändringar.
<b>april</b> <b>JOHN HERSEY</b> <b>Erkännande: nyckeln till bättre prestationer</b> Tre steg som ger engagerat erkännande. Strukturerat ledarskap. Motivera med.	<b>augusti</b> <b>BOB JOHNSON</b> <b>Sju steg för effektiv delegering</b> Att delegera ansvar. Att ge befogenheter. Skapa ansvarstagande.	<b>september</b> <b>DR TERRY PAULSON</b> <b>Lyssnande ledarskap</b> Tre viktiga punkter för lyssnande ledarskap. Kvalitetskontroll. Lyssna regelbundet på dina medarbetare.	<b>GEORGE WALTHER</b> <b>Skapa en positiv självbild</b> Nu positiva förändringar. 100% utgång. Tala om kunskapsriket.	<b>november</b> <b>DR JIM HENNING</b> <b>Personlig effektivitet: 70-minuters timmen</b> Tolv produktivtetsblockeringar. Tidsoverdosen. Delegeringsprocess i tre steg.	<b>december</b> <b>BOB JOHNSON</b> <b>7-stegsformel för effektiv planering</b> Vässa ledningens mål. Följ upp och följ gjort. Strategisk kartläggning.
<b>juli</b> <b>MARCIA STEELE</b> <b>Strategiskt tänkande för bättre planering</b> Strategiskt tänkande i tre steg. Vinsterna med strategisk inriktning. Strategiska framgångsfaktorer.	<b>augusti</b> <b>AMANDA GORE</b> <b>Motivera genom positiv kommunikation</b> Tänk efter: tro - agera. Uppdrag. Få mig att känna mig unik. Vänd på negativa kommentarer.	<b>september</b> <b>LISA FORD</b> <b>Att hantera krävande kunder</b> Sju steg för att hantera krävande kunder. Lösna mellan rummen. Verklighet för ett framgångsrikt kundbemötande.	<b>DR TERRY PAULSON</b> <b>Hjälper medarbetarna att göra sitt bästa</b> Fem förändringsstrategier. Slipp loss berättelserna. Stöd hjälpsamheten.	<b>november</b> <b>GEORGE WALTHER</b> <b>Slagkraftig telefonkommunikation</b> Rösttrivsel - ett strategiskt kommunikationsredskap. Sluta leta kurtagörarna. Ge kommunikationen ökad betydelse.	<b>december</b> <b>DR TERRY PAULSON</b> <b>Konflikt hantering: Hantera krävande relationer</b> Att lösa problem - inte undvika dem. Om du ska stålla någon mot väggen skriv manus. Bygg broar till krävande individer.

# Crestcom

Crestcom offers leadership development programs for managers and sales representatives.

They wanted to update the press materials to create better conditions for marketing and selling the concept.



# Uppvidingehus

Uppvidingehus offer attractive housing and commercial premises in beautiful and safe environments.

Uppvidingehus wanted a folder to handle out to new residents, when moving in. The folder needed to contain a lot of information about the neighborhood and yet feel uplifting.





# Bakers campaign

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The target group for the ad was primarily Christmas-gifting users throughout the country, 20-60 years, men and women. Secondary was baking enthusiasts, people who shop for their own use. The idea was to create a playful ad that attracted the interest of the user.

# GRAPHIC DESIGN



# Perfecta Pump

A product folder for a pump company. The challenge was to avoid the typical “technical folder”-look, and to fit three languages in one folder.

# Thank you for your time!

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