

Lona Malsia **UI Designer & Design Systems**

me@lona.is \ lona.is \ Stockholm

Experience

Trekend

Freelancer

Responsible for designing the CSS.GG platform and its supporting assets illustrations, icons, and branding. Developed Figma library icons and the Slant Design System, while undertaking brand and marketing projects as a freelance designer.

Stockholm • Jan 2019 — Ongoing

SEB Bank

Creative Brand Designer

Created diverse visual content including social media assets, digital advertisements (static and motion), and print materials. Collaborated with creative director and copywriters while initiating icon set design for Green DS within CX Community.

Stockholm • Jun 2022 — Nov 2022

Projects

Lona Brand Identity \ UI Design

https://lona.is

CSS.GG UI Design · Personal Project

https://css.gg

Slant UI Design \ Design System

https://slant.so

Swedish Cards Illustration https://lona.is/work/cards Gona **Brand Identity**

https://lona.is/work/gona

Pivofy Brand Identity

https://lona.is/work/pivofy

Adra Brand Identity https://lona.is/work/adra

Awards & Recognitions

Unsplash

Figma

Urban Photography Editorial Featured

CSS.GG Favourite Icon Set 2022

Memorisely

Get Started - App screen Weekly Challenge Winner 2023

Competences

Technical

2021

Interpersonal

Design & Productivity

	\ UI Design	\ Empathy		\ Figma
	\ Design Systems	\ Collabora	ative	\ After Effects
	\ Prototyping	∖ Loyal		\ ChatGPT
	V Motion Design	\ Selfdrive	n	\ Notion
	\ Branding	\ Adaptability		\ Photoshop
	\ Illustration			\ Illustrator
Alumni	ICK	🔁 Memorisely		码 Memorisely
	Brand Design	UI Desigr	ı	Design Systems
	2019	2023		2024
Languages	Albanian	English	Swedish	German
	Native	Professional	Beginner	Beginner
Social	Figma 🥕	Linkedin 1	Unsplash 🧖	Behance 🗷