

# Sara Ringkow Petersen

Multimedia Designer & Concept Developer



## Profile

I'm a creative and detail-oriented Multimedia Designer and a bachelor's student in Digital Concept Development, specialising in user-friendly and accessible solutions. I combine design with technical expertise and have experience with various programming languages, frameworks and Figma. I work in a structured manner and have a particular interest in inclusive digital design.

## Contact

Tåregårdsvej 43, 2750 Ballerup  
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## Education

### Academy of Technologies and Business (Zealand)

PBA in Digital Concept Development  
Present

Elective(s): Strategic design, behavioural design

### Copenhagen School of Design and Technology (KEA)

AP-degree in Multimedia Design  
Aug. 2023 - June 2025

Elective: Digital design

### Egedal Gymnasium & HF

HF (higher preparatory examination)  
Aug. 2019 - June 2021

Field of study: Humanistic studies  
(Art, social studies og psychology)

## Work-experience

### Student Buddy

Academy of Technologies and Business (Zealand)  
Present

- Onboarding and support for international students
- Social and academic integration
- Point of contact for questions and everyday support

### Junior Creative/intern

Kadaver ApS  
Jan. 2025 - April 2025

- Redesign of company websites
- Developed sitemaps and information architecture
- Created maintenance documentation for clients

### Assistant in webshop

LLOYD Concept Store Copenhagen  
June 2021 - Dec. 2022

- Order handling and packing of webshop orders
- Supported daily webshop operations and product handling
- Contributed to structured and efficient order flow

## Skills

### Design

Figma, Canva, Photoshop, Illustrator

### Coding/CMS

HTML, CSS, JavaScript, Astro, Tailwind, SEO, Lighthouse, WAVE, Shopify

### Concept development & branding

Visual identity, storytelling, tone of voice, ideation, wireframes, user flows, moodboards

### Databases

REST API, Supabase

### Content-production

Lightroom, Premiere Pro, iMovie

### Project-management

Design sprint, Trello, Double Diamond

### Operating systems

MacOS, Windows

## Languages

**Danish** (native language)

**English** (intermediate)

## Miscellaneous

[Info regarding disability allowance](#)

[LinkedIn profile](#)

[My portfolio](#)