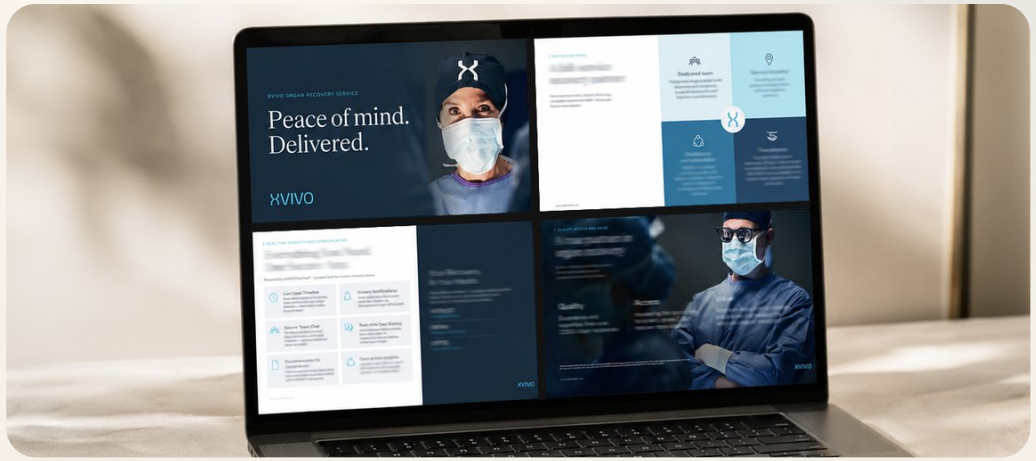
Michelle Arborelius

BRAND & GRAPHIC DESIGNER · GOTHENBURG

Clear communication for a coherent brand

I'm a freelance brand and graphic designer with eight years in MedTech.
I help growing companies turn complex products
into clear, consistent communication.

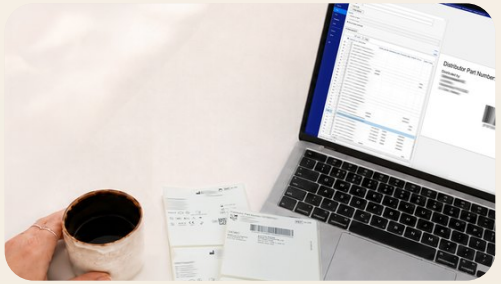
- Brand direction & guidelines
- Presentations & templates
- Printed materials
- Website design
- Film & animation
- Labels
- IFUs & manuals
- Technical documents
- Workshop facilitation



Presentations XVIVO & Ortoma



Printed materials XVIVO



Labels Ortoma

m@michellearborelius.com →

+46 (0)760 92 26 52 · michellearborelius.com

Selected clients

XVIVO · ORTOMA · Mölnlycke · essity · SKF · ABB

ABOUT MY COMPANY

Your designer, when you need one

Think of me as a curious doer on your team, taking on anything from a few hours' work to a bigger project.

WHAT I HELP WITH

Create
Ready-to-use material, from first draft to final file.

Advise
A sounding board for ideas, messages and priorities.

Facilitate
Workshops that get the team aligned.

TOOLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects), Microsoft 365 (PowerPoint, Word, Excel), NiceLabel and AI tools for text, images and video.

TWO WAYS TO WORK WITH ME

Step in, step out
A few hours or a short project. No long contract, pause any time.

Build the foundation, then step in
We start with what your brand needs to grow: templates, guidelines, presentations and videos. Then I'm here if you need me.

HOW I LIKE TO WORK



Listen
I start by listening and looking at the whole picture.

Quick first draft
Something concrete to react to, early on.

Aligned
We agree on the purpose and the way forward.

Iterate
We refine it together, round by round.

Final version
Rooted in the company and used as intended, for the long run.

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