

CV

Tova Jertfelt 2016
1989-05-16
073-6843438
tovajertfelt@gmail.com
www.tovajertfelt.com

Education

2013-2016

Bachelor degree Fine Arts: Visual Communication / Graphic Design & Illustration
Konstfack College of Arts, Crafts and Design: Stockholm Sweden

August 2015 - January 2016

Exchange Erasmus+ Europe
Visual Communication
Art Academy of Latvia, Riga, Lettland

August 2015

Summer XSkool Hjulsjö - sustainable design and entrepreneurship
Konstfack, Hjulsjö Sweden

August 2014 - May 2015

Sustainergies Stockholm, Sweden
Sustainable mentorship - adept
Here I constructed a sustainable manifesto which I base my work on

2010- 2011

Artschool Basis
Graphic design and Fine Art
Stockholm, Sweden

2009 - 2010

Artschool Basis
Fine Art
Stockholm, Sweden

2008 - 2009

Stockholm University
Film science
Stockholm, Sweden

Rewards

2016 - Achieved a working stipendia/scholarship from Konstfack GD&I for my bachelor degree work "Vi kan bättre" 2016

2016 - Nominated to the Längmanska Kulturfondens Franke scholarship "who have distinguished themselves through special efforts and strong commitment to improving education"

2015 - Received scholarship 15000 SEK (1500 eur) from Ulla Fröberg-Cramér's Foundation for the GDI brochure 2015

2014 - Received scholarship 7000 SEK (700 eur) from Ulla Fröberg-Cramér's Foundation for the student initiative "Hållbara Konstfack-Studenten"

Employments

January 2016 -

Part-time illustrator and art director for the newspaper "Omvärlden".

July 2016 - November 2016

SIDA Internship

Communicator and graphic designer at the NGO Afrikagrupperna (Africa groups of Sweden) in Johannesburg, South Africa. My tasks varied from creating a new identity for Afrikagruppernas new campaign on land rights and GMO, to being responsible for the social media channels and being an inhouse graphic designer (designing their quarterly magazine, facebook posts, instagram posts, brochures with infographics etcetera). Also did some journalistic work, covering meetings with grass-root organisations, and interviewing farmworkers in the Cape district.

Kommunikatör och grafisk designer hos biståndsorganisationen Afrikagrupperna. Also made some infographics for partner organisations in Namibia and Capetown.

Johannesburg, South Africa

January 2014 -

Freelancing illustrator and graphic designer for different kinds of clients. I've done layout, retouch, illustration, information graphics, logotypes and some webdesign. Products have varied from business cards to posters to power point presentations, brochures, programmes and materials for big meetings. A selection of the clients are: BRAND, Plan Sweden, Moyi Moyi, Social Venture Network, Stockholm University, Konstfack, Svenska Spel.

January 2014- September 2014

Svenska Energigruppen AB,
Uppsala, Sweden

Graphic designer and counsellor. Worked with their identity, and with their interface in mobile apps, computers etcetera.

October 2011- August 2013

EBV Elektronik,
Sollentuna, Sweden

Inner sales representative and backoffice, as well as customer service. I worked with delivering orders, negotiations, price quotations and shipments. Working languages were swedish, norwegian, german and english, through email, telephone and face to face.

June 2011 - October 2011

Goexcellent/ Viasat
Stockholm, Sweden

Customer service for Viasat, a broadcasting agent. I was in charge for the technical complaints and errors with customers; guiding them through technical struggles and ordering services and repairs when needed. Also in sales. Worked through telephone.

June 2010 - April 2011

MTR

Stockholm, Sweden

Mystery shopper for the subway system in Stockholm.

Other talents

Program:

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

Adobe Premier Pro

Fontlab

Autodesk 3DS

Microsoft Word

OpenOffice

Microsoft Excel

PowerPoint

Flash

3

Adobe Acrobat

Operative systems:

Mac OS

PC

Internet:

Dropbox

Google (+ Google Drive, Google Statistics, Gmail etc)

Facebook

Instagram

Twitter

Tumblr

Youtube

Wordpress

Squarespace

Cargocollective

Print:

Print knowledge - laserprint mostly

Colour calibration

Document preparation

Preprint

Afterprint

References

Agnes Nygren, Africa groups of Sweden:
agnes.nygren@afrikagrupperna.se

Nathalie Ruejas Jonsson, fellow colleague:
nathalie.ruejas@gmail.com

Josefin Engström, teacher Konstfack:
josefin.engstrom@konstfack.se



Date: 15 November 2016

**Reference for Tova Jertfelt
Afrikagrupperna, Johannesburg/South Africa**

Intern period: Five months between 1 July - 20 November 2016

Tova has during the period been instrumental in campaign development as well as taken part in the development work Afrikagrupperna conducts in southern Africa.

Achievements:

Development work

Tova has been part of and added value to all internal reflections, meetings and trainings regarding our world analysis, developmental approaches and partnerships in the region during her time with us. She has further assisted in assessing partner organizations compatibility to Afrikagrupperna's new long term strategy.

During the period she has been able to observe and interact with a number of Afrikagrupperna partners' work up close. She participated in the SADC People's Forum in Swaziland that gathered civil society from the southern African region to strategize around how to influence regional governments. She conducted field work for campaign material gathering in South Africa and has participated in conferences aiming to mobilize home based care workers, women in mining communities and small scale farmers.

Campaign

Tova has played a key role in developing graphic design for Afrikagrupperna's long term campaign focusing on seed, land and food rights. Her knowledge and creativity within the field of graphic design and communication has been invaluable. Tasks included; developing frame work for overall campaign packaging, symbols, slogans, colour design and fonts. She has gathered information and material first hand for Afrikagrupperna but also partner organisations such as Rural Women Assembly. Pictures and interviews with target groups fighting various injustices has been used in all Afrikagruppernas external communication channels.

Personal qualities

Tova is a dedicated and very fast working person. As a listening person she fits well into a team with vastly different work tasks and is able to balance between opposing opinions. She is a team player with the ability to sensibly engage with the multi-layered complexities that is the development sector. Her structural understanding to injustices has been invaluable when trying to explain

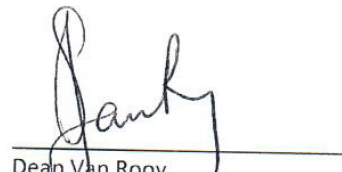
Afrikagrupperna
Reg. no. 802007-2446 (Sweden)
Address: 301 Heerengracht
87 De Korte Street
Braamfontein
Johannesburg

complex issues to a public with little or no perception of realities of the developmental world. Any task proposed to her she has taken on with determination and efficiency and delivered beyond what was requested. Her commitment to share her skills where needed has not been confined to the areas and people related to work.

Tova shall be highly missed and her absence will be much felt



Agnes Nygren, Supervisor
Communications officer/Program officer, South Africa
agnes.nygren@afrikagrupperna.se
+27 8255 07441



Dean Van Rooy
Regional Coordinator
dean.van.rooy@afrikagrupperna.se
+27 8257 79106

Afrikagrupperna
Reg. no. 802007-2446 (Sweden)
Address: 301 Heerengracht
87 De Korte Street
Braamfontein
Johannesburg