

Selina Niemi

Graphic Designer & Multimedia Coordinator



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EDUCATION

Audiovisual Communication

Keudan Ammattiopisto, FI
Vocational qualification

DESIGN TOOLS

Adobe Creative Suite
Figma
Canva
WordPress
Elementor
Shopify

SKILLS

Graphic Design
UI/UX Design
Layout Design
Social Media Management
Video Production

SOFT SKILLS

Project management
Team coordination
Volunteer training
Remote collaboration
Time management

LANGUAGE

Finnish - Native
English - Professional
Macedonian - Basic

WORK EXPERIENCE

Multimedia Coordinator, Za Pochista Makedonija

Jan 2021 - Present · Volunteer

Built the organisation's website and full visual identity.
Managed social media channels, planned and designed content.
Organised local cleanup actions, workshops and community events.
Brainstormed, filmed and edited social media videos and reels.
Co-organised TrashTour — a 6-city cleanup tour across Macedonia.

UI/UX & Graphic Designer, ATLETICA Deutschland GmbH

Dec 2023 - Dec 2025 · Full-time, Remote

Led full redesign of company website — UX, visual language and build.
Created brand assets, marketing materials and social content.
Worked with Figma for UI/UX prototyping and stakeholder presentations

Multimedia Coordinator, Volunteers Centre Skopje

Sep 2019 - Aug 2023 · Full-time, On-site

Managed all visual communications: identity, website, social media, print.
Produced EU-funded project materials incl. Erasmus+ branding.
Designed VOICES magazine, annual reports, event materials and merch.
Trained and coordinated local & international volunteers in design & video.

ESC Volunteer, Volunteers Centre Skopje

Sep 2018 – Aug 2019 · European Solidarity Corps

Designed and marketed a youth magazine, produced videos, organised events and created social media content. This ESC project brought me to Skopje — and I never quite left.

Graphic Designer, ASDA ry

May 2016 – Aug 2016 · Part-time, On-site

Visual identity, social media and support on project applications & reports.