



## UX DESIGNER

### Technical skills

- Figma / FigJam
- Miro
- Adobe programs
- Canva
- Microsoft Office
- Google programs
- Slack / HubSpot / Monday.com
- Wix / Squarespace / Shopify
- Social Media
- Meta Business Suite

### Skills

- User Interface (UI) Design
- User Experience (UX) Design
- Wireframing and Prototyping
- Interaction Design
- Information Architecture
- Usability Testing
- User Research
- Visual Design
- Project Management
- Collaboration and Communication

### Contact me

 +47 930 14 330

 [www.pernillefristad.com](http://www.pernillefristad.com)

 pernille\_fri@hotmail.com

# Pernille Fristad

### About me

My name is Pernille Fristad, and I design experiences that work, the way users expect. I have worked on creating websites, since 2012 when I designed and developed the website for my own fashion brand, Kepaza, which grew into an international brand. Parallel, I've designed and developed user-friendly websites / online stores for different industries.

### Consultant projects - relevant experience

#### UX Designer / Marketing and Communications Manager

Consultant firm: Fricorp | Project: Qlorem

Jan. 2022 - Oct. 2024

- Designed, created and operated the website
- Created content to website and to SoMe
- Analysed competitors and SoMe
- Marketing plan and Brand building
- Statistics and analysis of the website and SoMe
- Presented my progress for founders and stakeholders regularly.

#### UX Designer

Consultant firm: Fricorp | Project: Kjærlighetsterapeuten

Jan. 2023 - Mar. 2023

- Redesign of e-commerce website
- Changed the front page, about me page, header, footer and booking online page.
- Understand their users needs

#### UX Designer / Marketing and Communications Manager

Consultant firm: Fricorp | Project: dbanQ

Jan. 2022 - Jun. 2022

- Designed, created and operated the website
- Created content to website and to SoMe
- Analysed competitors, Statistics and analysis of the website and SoMe
- Presented my progress for founders and stakeholders.

## Strengths

- Solution-oriented
- Initiative-taking
- Structured
- Positive
- Creative
- Hard working
- Collaborative
- Responsible

## Education

Noroff School of Technology

and Digital Media

Jan. - Dec. 2025

### UX Design

Esmod Oslo

2011 - 2014

Fashion designer

## Awards

- **Best student work 2025** at The Golden Egg - Noroff School of Technology and Digital Media
- **Golden Needle 2014** - Esmod Oslo
- **3 awards** for best documentary in **Hollywood**, USA for the films "Kepaza-Kepaza (Road to New York)" and "Kepaza - 3 days to LFW"

## Contact me

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 pernille\_fri@hotmail.com

## In-house - relevant experience

### UX Designer

Firm: Hey!Audio

Jun. 2025 - ...

- Designing user-friendly pages of the app.
- I have worked on, voice command page, voice assistant page, scanning a word and paywall page
- Conducting a visual audit, information architecture and user flow.

### UX Designer / Marketing and Communications Manager

Firm: Fricorp | Project: Sirenes

Mar. 2020 - Mar. 2025 and Jan. 2026 - ...

- Designed, built, and managed the e-commerce website
- Created content for website and social media
- Conducted competitor and social media analysis
- Led marketing planning and brand building
- Analyzed website and social media performance
- Reported progress to founders and stakeholders

### Founder, fashion designer and UX Designer

Firm: Fricorp | Project: Kepaza

Aug. 2012 - Dec. 2024

- I was included in all parts of the company.
- Designed, built, and managed the e-commerce website
- Marketing manager and brand building
- Manager of 11 employees in total
- Reported progress to Co-founders

### UX Designer

Firm: Fristad Film

2019 and 2023

- Created a totally new website
- Added new pages: book online and "Strøm"(Watch movies)
- Understand their users needs

# PF

## Other experience

### Content Creator

Firm: Axel Bruun Sport

2022 and 2023

- Planned and executed online and in-store marketing campaigns
- Created, planned and managed creative content
- Analyzed website and social media performance to optimize results

### Store employee

Miin / Bark | Aug. 2015 -

Jan. 2018

- Customer service
- SoMe
- Sales of women's, men's and children's clothing
- Unpacking and pricing of products
- Keeping the store tidy, opening and closing the store.
- Collaborating with colleagues.

### Internship

By TiMo | Mar. 2015 - Jul.

2015

- Keeping the showroom and office clean and tidy.
- Shopping and cooking.
- Events.
- Measuring samples.
- Assisting in all aspects of the business.
- Individual packaging and delivery to the post office, stores and celebrities.

### Internship

Jeremy Scott | Nov. 2014

- Mar. 2015

- Super Bowl Half Time Show. Katy Perry's outfit.
- Backstage at New York Fashion Week. Duties: Steaming, sewing, dressing models and keeping order.
- Pattern construction and cutting and sewing for samples and sms clothes for women and men.

### Designer/seamstress

Nikita/Wella | Aug. 2015 -

Des. 2019

- Wella Trend Vision Norway competition - Laila Pettersen (Winner).
- Wella Trend Vision International competition - Laila Pettersen.
- Wella Trend Vision Norway competition - Sanya Keränen (Winner).
- Wella Trend Vision International competition - Sanya Keränen.
- Wella Trend Vision Norway competition - Karen Bessesen.
- Wella Trend Vision Norway 2019 - clothing.

### Dresser/backstage manager at fashion show

Different customers |

Mar. 2014 - Apr. 2017

- Moods of Norway.
- Heidi Nesbakken.
- Up (Øpp).
- Dyring/Eriksen.
- James Lazar Braathen.
- Oslo Runway.
- Black Rat.
- Bærums Verks stores.
- Brudemessen.
- Nåløyet (Henne magazine).
- Oslo Trend - store and festival jobbing.

### Stylist/stylist assistant

Different customers |

Mar. 2015 - Jul. 2015

- Nikita campaign - styled and dressed
- 2 films - made and styled the costumes
- 3 music videos - styled outfits
- Lotte Shepard - Stylist assistant
- Elegant magazine - Stylist and dressed

### Handball coach

Helset håndball | okt

2005 - apr 2011

- Coach for J99 for 3 years. Responsible for 30 girls at training, matches and cup.
- Assistant coach for G96 for 2 years. Responsible for 25 boys at training, matches and cup.
- Assistant coach for J96 for 1 year. Responsible for 15 girls at training, matches and cup.

### Assistant and salesperson

Froosh | Mar. 2005 - Sep.

2010

Sirenes | Aug. 2011

- Sales at trade fairs.
- Delivery of flyers and materials.
- Assist in all aspects of the business.
- Individual packaging and delivery to customers.



Certificate of achievement

# Best Student Work

UX-design - Online

Awarded to

Team UX Mamas: Malin Forbord, Ingrid Viken,  
Kjersti Iversen and Pernille Fristad

11.06.2025



N

We truly enjoyed teaching and mentoring Pernille during her time with us on the program. She consistently approached her assignments and projects with care and dedication, and she was an active, thoughtful participant in discussions and debates. Her natural curiosity stood out, and we were especially impressed by her strong abilities, steady effort, and willingness to push herself beyond what was required. She has a genuine enthusiasm for learning and continues to build on her range of skills and knowledge. Her communication skills - both written and verbal - are excellent, and she manages her time well while staying focused on achieving strong results. Overall, it was a real pleasure to have her as part of the program.

UX Design program faculty,  
Noroff School of Technology and Digital Media



Qlorem AS  
Jansveien 16  
1354 Bærum Verk  
Phone no: 47 88 98 41  
Org. no: 825 879 862

Lommedalen, December 10, 2024

### **Qlorem AS - Reference – Pernille Fristad**

Pernille Fristad, born May 14, 1993, was hired as Marketing & Communication manager in Qlorem AS from January 2022 to end of March 2024.

Qlorem AS was a startup which was developing next generation project intelligence platform as a Service based on digital twin technology and artificial intelligence.

Pernille's role as Marketing & Communication manager covered a broad range of activities.

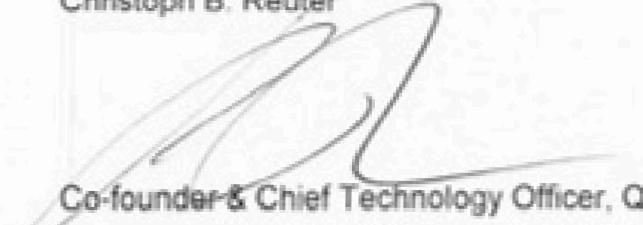
- Created and maintained content of Qlorem web-site
- Created & published social media content on LinkedIn and X (Earlier Twitter) several times a week
- Created and maintained Qlorem's marketing & communication plan
- Created social media content for webinars.
- Researched how competitors of Qlorem managed social media marketing and web-sites.
- Researched potential events & magazines for Qlorem to participate in.
- Maintained sales leads in Hub-spots.

Pernille was very creative and took good care of Qlorem's social media presence. She took proactive responsibility and provided new ideas on how to improve marketing for Qlorem. She did not need much guidance and delivered high quality work.

I strongly recommend Pernille to new employers, and I am available as a reference person for her.

Best regards

Christoph B. Reuter



Co-founder & Chief Technology Officer, Qlorem AS

+47 974 90 810

# Anbefalingsbrev for Pernille Fristad

Det er med stor glede at jeg anbefaler Pernille Fristad til alle som trenger hjelp med nettsider. Pernille har hjulpet meg med et omfattende facelift på min nettside, og resultatet ble intet mindre enn perfekt. Hun klarte å fange essensen av min visuelle identitet på en måte som overgikk mine forventninger og jeg har fått veldig god trafikk på min nettside etter hennes hjelp.

En av Pernilles største styrker er hennes evne til raskt å forstå hva jeg så for meg, og å omsette det til konkrete løsninger. Hun gjorde hele prosessen enkel og oversiktig, og hennes kommunikasjon var både tydelig og eBektitiv.

I tillegg til å levere høy kvalitet på det visuelle arbeidet, er Pernille også et varmt og tillitsfullt menneske. Hun delte mange verdifulle råd innen business som har vært til stor hjelp for meg. Hennes innsikt og positive holdning gjør henne til en utrolig ressurs for alle som har behov for veiledning og støtte i kreative prosesser.

Jeg ser frem til å samarbeide med Pernille igjen i fremtiden og kan anbefale henne på det varmeste.

Jeg kan kontaktes som referanse på [camilla.terapeut@gmail.com](mailto:camilla.terapeut@gmail.com) eller på tlf 95247968 for flere spørsmål.

Med vennlig hilsen, Camilla J.J. Sørensen  
Kjærlighetsterapeuten AS

FriCorp AS  
Jansveien 16  
1354 Bærums Verk  
Telefon: 47 88 98 41  
Foretaksnr: 985 814 325

Bærums Verk, 28. november 2024

### **Attest – Pernille Fristad**

Pernille Fristad født 14. mai 1993, har vært ansatt i FriCorp AS fra 1.10.2012 til dagens dato. FriCorp AS er et privat familieeid firma som bl.a. eier flere merkevarer som Kepaza klesdesign, Sirenes Fine Art og Fristad Film. I tillegg leier firmaet ut ressurser til film og reklame-oppdrag, markeds- og kommunikasjon og IT-prosjektleder oppdrag.

Pernille har hatt mange roller i FriCorp AS de siste 12 årene. Hun er grunnlegger og klesdesigner av klesmerket Kepaza.no, og har vært assistent og selger for Froosh Smoothie og Sirenes Fine Art. Pernille har hatt ansvaret for å utvikle nettbutikkene og sosiale medier for Kepaza, Sirenes Fine Art, Fristad Film, Qlorem og Kjærlighets-terapeuten. I tillegg har Pernille vært markeds- og kommunikasjonsansvarlig for Qlorem, et oppstartsselskap som utviklet en prosjektintelligensplattform basert på KI.

Pernille er svært kreativ og flink til å komme med nye ideer og lage nye ting og konsepter. Hun er lærevillig og setter seg raskt inn i nye arbeidsoppgaver og leverer alltid arbeid med høy kvalitet, enten det er en ny kleskolleksjon eller markedstiltak. Pernille er pliktoppfyllende og tar ansvar og initiativ til å iverksette tiltak og forbedringer.

Jeg kan anbefale Pernille på det aller varmeste til nye arbeidsgivere. Ta gjerne kontakt med undertegnede for mer utfyllende informasjon.

**Vennlig hilsen**  
**Sigurd Fristad**  
**Daglig leder, FriCorp AS**  
**+47 47 88 98 41**



**sport 1**

**AXEL BRUUN**

Telefon : 73532093  
Bankgiro : 8601.08.01364  
Foretaksnr : NO910864475MVA  
Butikk : Prinsens gt. 30  
7011 Trondheim  
E-mail : [svenn@bruun.no](mailto:svenn@bruun.no)  
Hjemmeside: [www.bruun.no](http://www.bruun.no)

Trondheim 07.07.23

**Attest**

Pernille Fristad har jobbet hos oss i perioden 01.06.2022 og frem til 17.07.23  
Pernille slutter etter eget ønske i forbindelse med flytting.

Pernille har i hovedsak hatt følgende oppgaver:

Innholds skaper til vår nettbutikk, [www.bruun.no](http://www.bruun.no)

Ansvarlig for bedriftens SOME kanaler, skape innhold etter ønsker  
fra avdelings ansvarlige. Dette har krevd mye selvstendig innsats og arbeide.

Pernille har utført alle disse oppgavene til vår fulle tilfredshet og vi kan trygt  
anbefale henne videre.

**Svenn Roar Olsen**  
Daglig leder

**Axel Bruun Sport AS**  
✉ +47 73 53 20 93  
✉ +47 90 06 82 64  
✉ [svenn@bruun.no](mailto:svenn@bruun.no)

## ATTEST

Pernille Fristad har arbeidet som deltidsmedarbeider hos Miin siden august 2015. Hennes oppgaver har bestått av bl.a. ekspedering av kunder, utpakking og prising av varer, holde orden i butikken, åpne og stenge av butikken og ta nødvendig dagsoppgjør.

Pernille har gjennomført oppgavene hun har fått meget tilfredsstillende. Hun oppfatter raskt hva som skal gjøres, og arbeider selvstendig og effektivt, samtidig som hun utfører oppgavene riktig. Hun er pålitelig og håndterer ansvaret. Hun kommer alltid på jobb når hun skal, og stiller gjerne opp ekstra når det trengs.

Hun har et tiltalende vesen, er serviceinnstilt og møter kundene med et smil. Hun snakker lett med voksne og eldre. Hun identifiserer kundens behov og kommer med gode forslag. Dette gjør at hun også er en god selger.

Jeg gir Pernille mine varmeste anbefalinger, og ønsker henne lykke til videre i arbeidslivet. Ta gjerne kontakt med meg dersom dere trenger ytterligere opplysninger om Pernille.

Vennlig hilsen  
Miin

*Ruth C. Tobiassen*

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Ruth C. Tobiassen

NEW YORK  
**JEREMY** PARIS  
BEVERLY HILLS **SCOTT**

March 2, 2015

To Whom It May Concern,

Pernille Fristad completed a 3 month long internship with Jeremy Scott which started November 2014 through February 2015.

During that period Pernille worked alongside both our head pattern maker, and designer Jeremy Scott.

While working with the head pattern maker Pernille was assigned duties such as creating patterns for runway samples, cutting fabric, and sewing runway samples. Pernille was a crucial part in the preparation of the AW15 runway show.

Pernille is a very responsible, dedicated and valued team member who is ready to jump in and work on any project. She is very hardworking, creative, enthusiastic and brought a great energy to the studio.

If you require any other information please do not hesitate to contact me at the number below.



Best regards,  
Joshua Conner  
Studio Supervisor

Jeremy Scott  
7007 Melrose Ave  
Los Angeles, CA 90038  
917-855-9037



byTiMo

Oslo, 11.08.2015

Til: Den det måtte gjelde

**Attest for Pernille Fristad**

Det bekreftes herved at Pernille Fristad har vært praktikant hos Ti-Mo AS i perioden 23.03.2015 – 30.06.2015.

Sentrale arbeidsoppgaver for Pernille har vært følgende:

- deltagelse i idéfase og kolleksjonsutvikling
- kontroll av kolleksjonsprøver
- klargjøring av showroom og forberedelse av kundemøter
- vertinneoppgaver og servering ved kundebesøk
- deltagelse i lagersalg og vareprøvesalg
- koordinering av dugnadsarbeid i Ti-Mo AS' lokaler
- daglige innkjøp og ærender på vegne av Ti-Mo AS
- booking av forsendelser med bud og kurérpost

Vi har lært Pernille å kjenne som en blid og positiv medarbeider, som har kommet godt overens med sine kolleger og ledere i Ti-Mo AS. Vi kan gi Pernille våre beste anbefalinger, og vi ønsker henne lykke til videre.

Med vennlig hilsen  
for Ti-Mo AS

Christine Due Mollatt  
Daglig leder

Letter of recommendation for Pernille Fristad.

*January 23 January 2015.*

Pernille Fristad is the best student I had last year, and I enthusiastically support her application. She is highly intelligent, works well as a team member, and has demonstrated leadership potential.

Pernille has taken the diploma year with me, she is an excellent student—she was among the top two or three students in all facets of the course. She writes well, she is very analytical, she is articulate, and she is prepared.

We spent on year together, and it allowed me to evaluate my students' strengths and weaknesses in some depth. Pernille did not simply succeed in the presentation of here collection; rather, she *owned* it. Her proposals were innovative, but within the confines of the rules. She developed a solution, built the necessary coalition, developed creative compromises, and worked through the portfoolio.

For her ingenuity, creativity, adherence to role, and enthusiasm, she received the class award (The Golden Needle) for the most valuable participant. But from my perspective her contribution went beyond this performance. She showed leadership within the class.

Needless to say, I would love to teach a whole class full of Pernille Fristad. She will make an outstanding staff in a design team. She has the intellectual capacity and she has the ambition. Based on what I have seen of her in the classroom, she also has the drive. She speaks easily, and unusually perceptively, about design and modelisme and anything else that comes up.

She will be a rare catch for any employer, and I will watch her career develop with great interest and high expectations.

Sincerely,

*Geir Ivar Nordli*

Prinsipal  
Moteskolen AS ESMOD OSLO



Helset  
Håndball

Pernille Fristad

Født: 14.05.1993

Jansveien 16, 1353 Bærums Verk

BÆRUMS VERK 10.01.2012

**ATTEST**

Pernille Fristad har jobbet som trener i Helset Håndball, i perioden fra våren 2008 til høsten 2011. Hun har hatt ansvaret for all trening og oppfølging av jentelaget født -1999.

Hun har utført sine oppgaver på en meget tilfredsstillende måte, og er godt likt av både utøverne og støtte apparatet. Hun har gjort en flott jobb for jentelaget.

Med vennlig hilsen

Mette Hagen

For Helset Håndball

# DIPLOM

## ESMOD OSLO

Pernille Tristad

HAR ETTER 3 ÅRS UTDANNELSE BESTÅTT EKSAMEN.

A OBTENU SON DIPLÔME APRÈS 3 ANNÉES DE FORMATION À ESMOD OSLO

ENROLLED AT ESMOD OSLO IN THE PERIOD OF 3 years  
AND SATISFACTORILY COMPLETED THE COURSES LISTED BELOW.

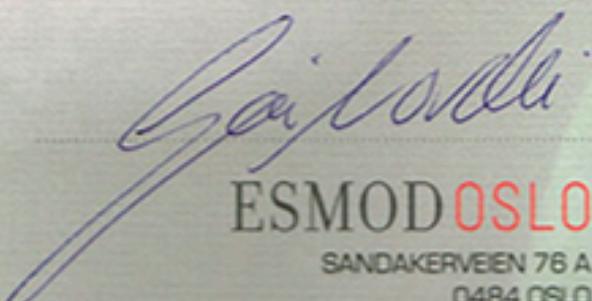
Design, Modelism

SPECIALISATION Women's wear

OSLO 13th June 2014

Ruerodod  
ESMOD  
INTERNATIONAL FASHION  
UNIVERSITY GROUP  
12 RUE DE LA ROCHEPOUCAULD  
75009 PARIS FRANCE

ECOLE SUPERIEURE DES ARTS ET TECHNIQUES DE LA MODE

  
Gail Søli  
ESMOD OSLO  
SANDAKERVEIEN 76 A  
0484 OSLO



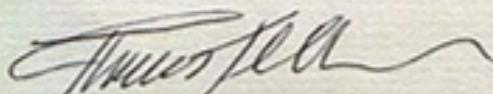
# JURYPRIS ESMOD OSLO

Pernille Tristad

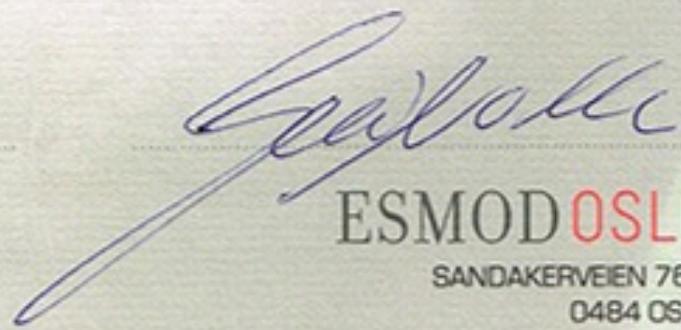
ER TILDELT

Gullnålen

OSLO 13. juni 2014



JURYPRESIDENT



ESMOD OSLO

SANDAKERVEIEN 76 A  
0484 OSLO