

PORTEFOLIO



On a picturesque horse farm in the heart of Sweden, I'm not only shaping life but also creating my very own designs. Welcome to the world of a graphic designer with a passion for aesthetics, communication, and – yes, even dance moves!

My creative journey began in beautiful Hamburg, where I studied illustration and completed professional dance training. Later, I moved to Augsburg, where I studied Graphic Design until 2018 and discovered my passion for visual communication. Since then, I've been working as a freelance graphic designer, taking on a variety of exciting projects across diverse fields. Most recently, I worked as a freelance collaborator in the Online Marketing department of the publishing group "WELTBILD." At the moment, I'm diving headfirst into the world of UX/UI design, pursuing advanced training in this field, which I completed in February 2025.

Between design, horses, and the occasional dance moves, I combine professionalism with a dash of humor – because fun should never be overlooked, even in the creative industry. Scandinavian calm meets German precision, spiced with a generous dose of creativity.

LISA KRISCHKE

EDUCATION

- UX/UI DESIGN**
OfG 2024-2025
- GRAPHIC DESIGN**
FH Augsburg 2014-2018
- ILLUSTRATION**
HAW Hamburg 2010-2012
- VOC DIPLOMA DESIGN**
FOS Augsburg 2008

EXPERIENCE

- Graphic Designer**
self-employed since 2018
- Graphic Designer**
Weltbild Daz Group 2022-2024
- Graphic Designer**
Roklife UG 2018-2022

SKILLS

- Programs**
- Id Ps Ai**
- Others** | **Photoshop** | **Illustrator** | **Canva** | **Blender** | **Midjourney**
- Currently Learning**
UX/UI Design | **Web Design**

SPECIAL SKILL

Can drink own bodyweight in coffee.

LANGUAGES

- German**
Native
- English**
Fluent
- Swedish**
Learning

CLIENTS

- Magnetic Eye Records
- Sound of Liberation
- MERCK
- Vicupets
- Erixon Immobilien
- LIONS Football Feldkirchen
- KVARNEN Gotland
- Vodafone am Bayertor
- Mahagonibar Augsburg a.m.m. ...

CONTACT

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WEBDESIGN | OfG 2025



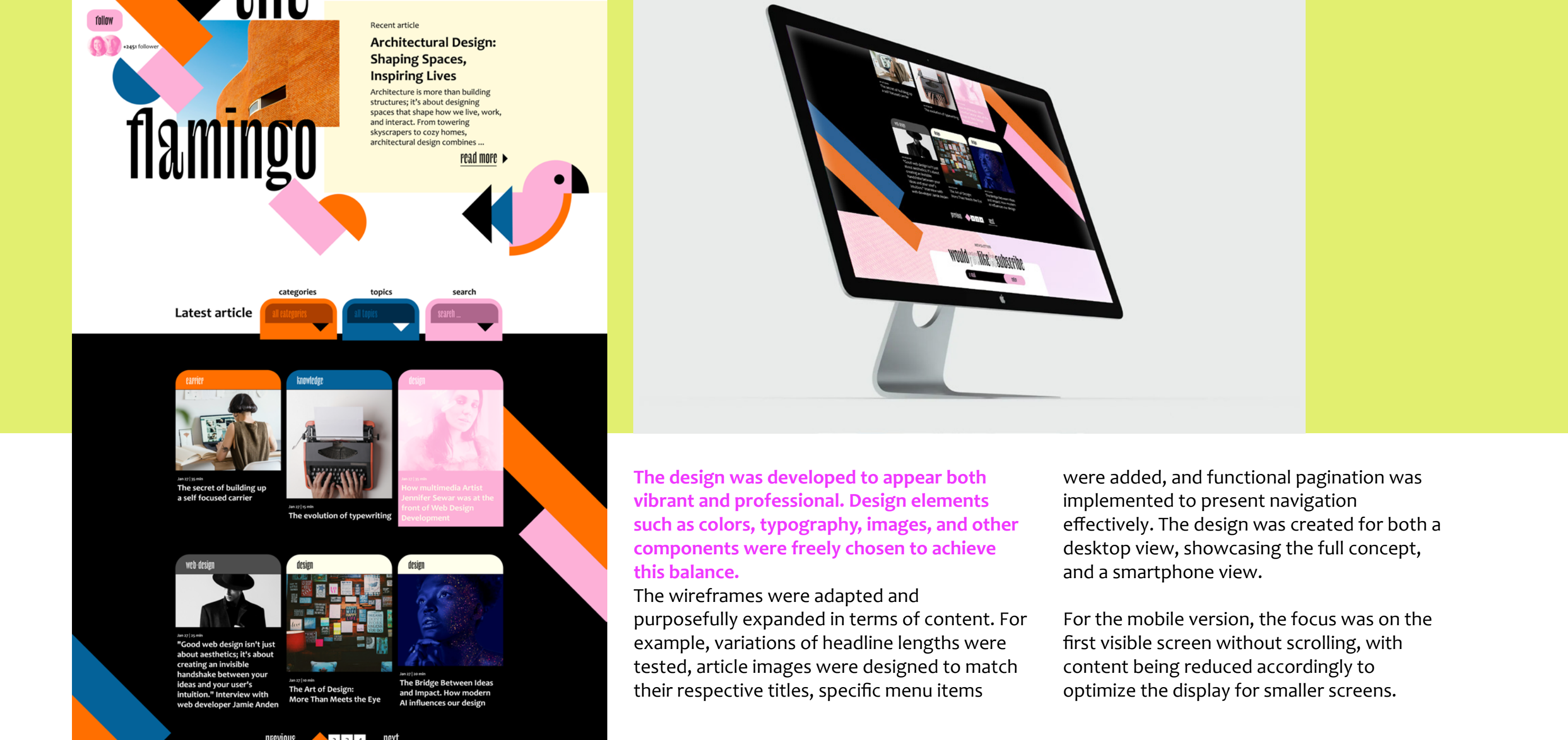
The landing page was designed to be modern and friendly, aiming to convey trust and approachability. A dominant blue color scheme ensures a sense of professionalism — fitting for an electricity comparison portal — while yellow accents create fresh highlights to emphasize key elements.

The user journey was clearly structured: an intuitive form for entering postal code, household size, and energy consumption guides users directly to the best tariff. Key call-to-action buttons like "Compare Now" and "Subscribe Now" were strategically placed to encourage interaction.

A clear, step-by-step guide explains the switching process in an easy-to-understand way. The newsletter section was designed with an eye-catching "Always Included" badge to grab users' attention.

The footer neatly integrates all essential information — from contact details to social media links. Overall, the result is a fresh, well-structured, and inviting design that motivates users to compare and save.

WEBDESIGN | OfG 2025



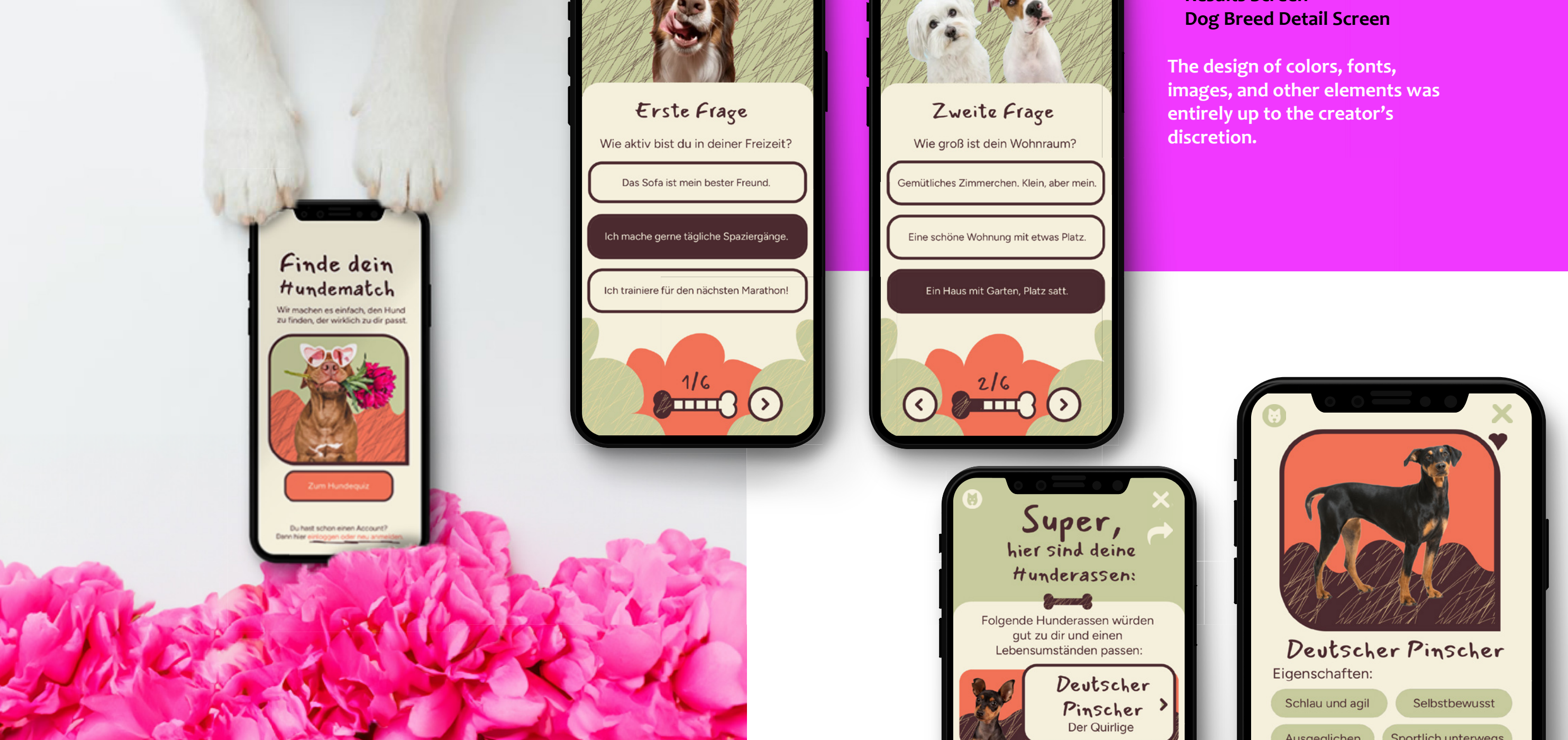
The design was developed to appear both vibrant and professional. Design elements such as colors, typography, images, and other components were freely chosen to achieve this balance.

The wireframes were adapted and purposefully expanded in terms of content. For example, variations of headline lengths were tested, article images were designed to match their respective titles, specific menu items

were added, and functional pagination was implemented to present navigation effectively. The design was created for both a desktop view, showcasing the full concept, and a smartphone view.

For the mobile version, the focus was on the first visible screen without scrolling, with content being reduced accordingly to optimize the display for smaller screens.

APPDESIGN | OfG 2024

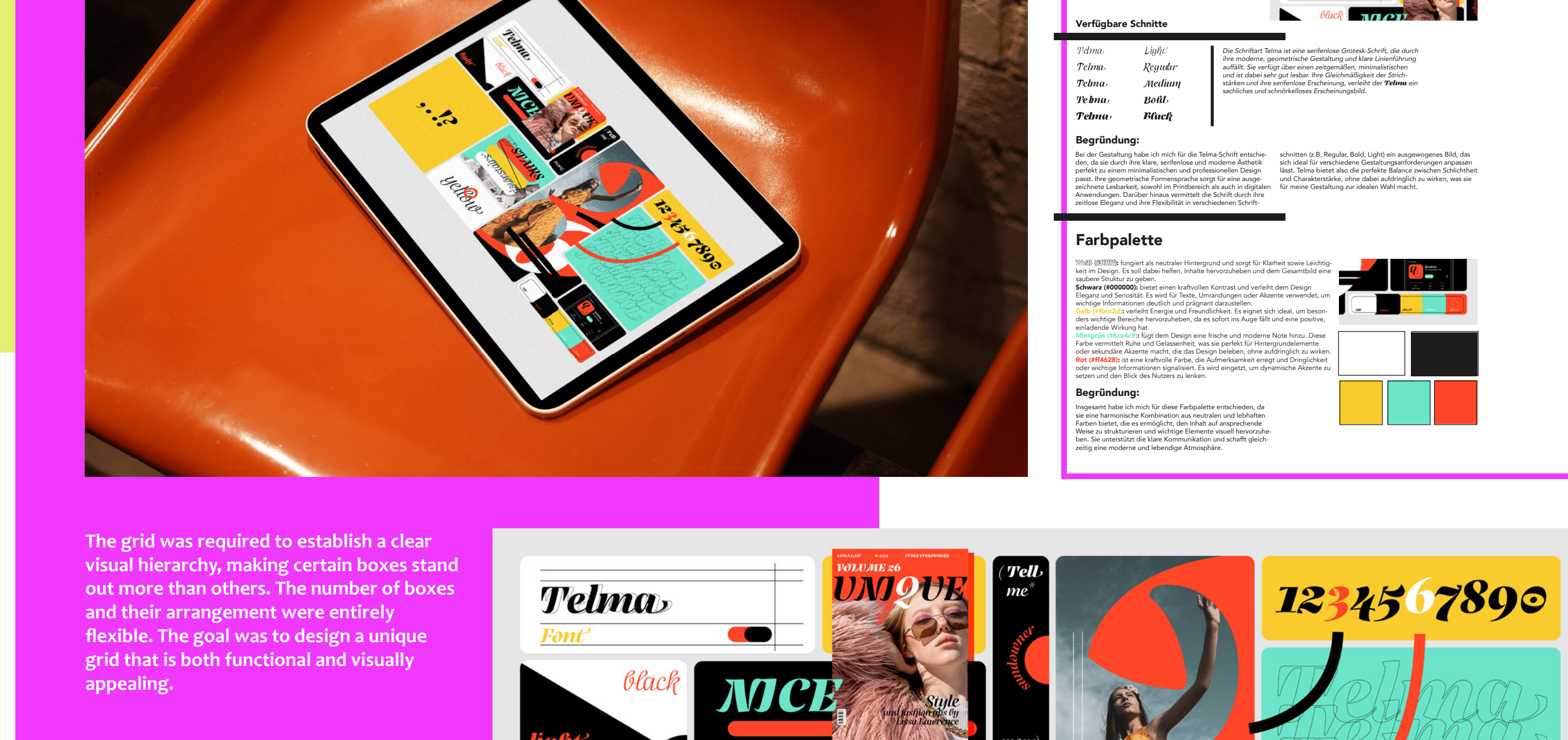


The task was to design a fictional app that helps users find the right dog breed based on various questions. The assignment included designing the following screens:

- Welcome Screen
- 2 Question Screens
- Results Screen
- Dog Breed Detail Screen

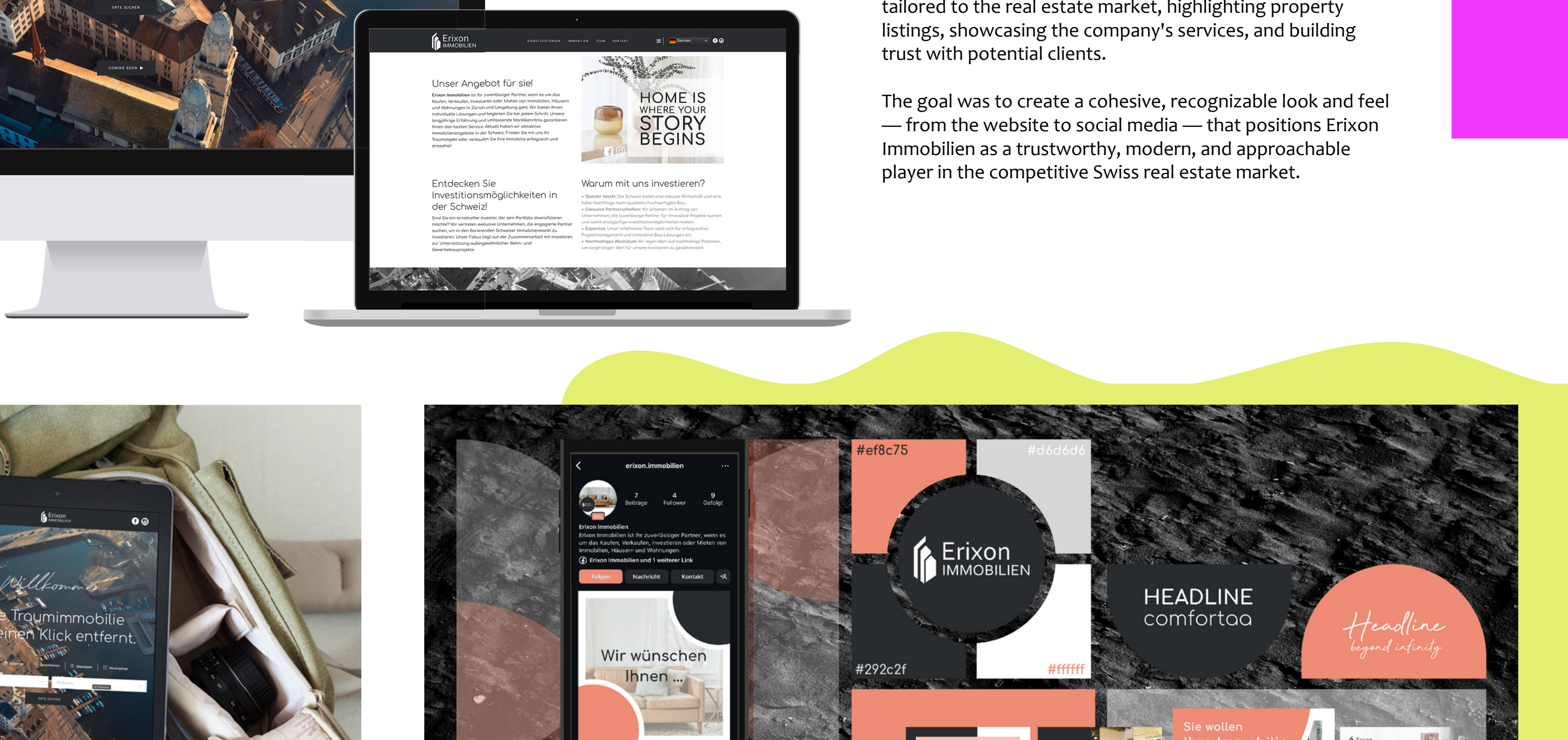
The design of colors, fonts, images, and other elements was entirely up to the creator's discretion.

BENTOGRID | OfG 2024



The grid was required to establish a clear visual hierarchy, making certain boxes stand out more than others. The number of boxes and their arrangement were entirely flexible. The goal was to design a unique grid that is both functional and visually appealing.

WEBDESIGN | SOCIAL MEDIA | Erixon Immobilien | 2024



For the Swiss real estate company Erixon Immobilien, I designed a modern, user-friendly website using the WordPress layout Elddo. My primary focus was on customizing the existing layout to align seamlessly with my design drafts, ensuring a clean, professional, and visually appealing experience that reflects the company's values and market expertise.

Beyond the website, I developed a social media presence to support a consistent and engaging brand identity across platforms. This included creating visually appealing content tailored to the real estate market, highlighting property listings, showcasing the company's services, and building trust with potential clients.

The goal was to create a cohesive, recognizable look and feel — from the website to social media — that positions Erixon Immobilien as a trustworthy, modern, and approachable player in the competitive Swiss real estate market.

PRINT | Magnetic Eye Records | 2024



Together with my partner, under the name "Hälla Art & Sound", we designed the new album for the Swedish rock band Greenleaf. My partner handled the illustrative work, profited with the AI tool Adobe Firefly, while I focused on layout, final artwork and typography.

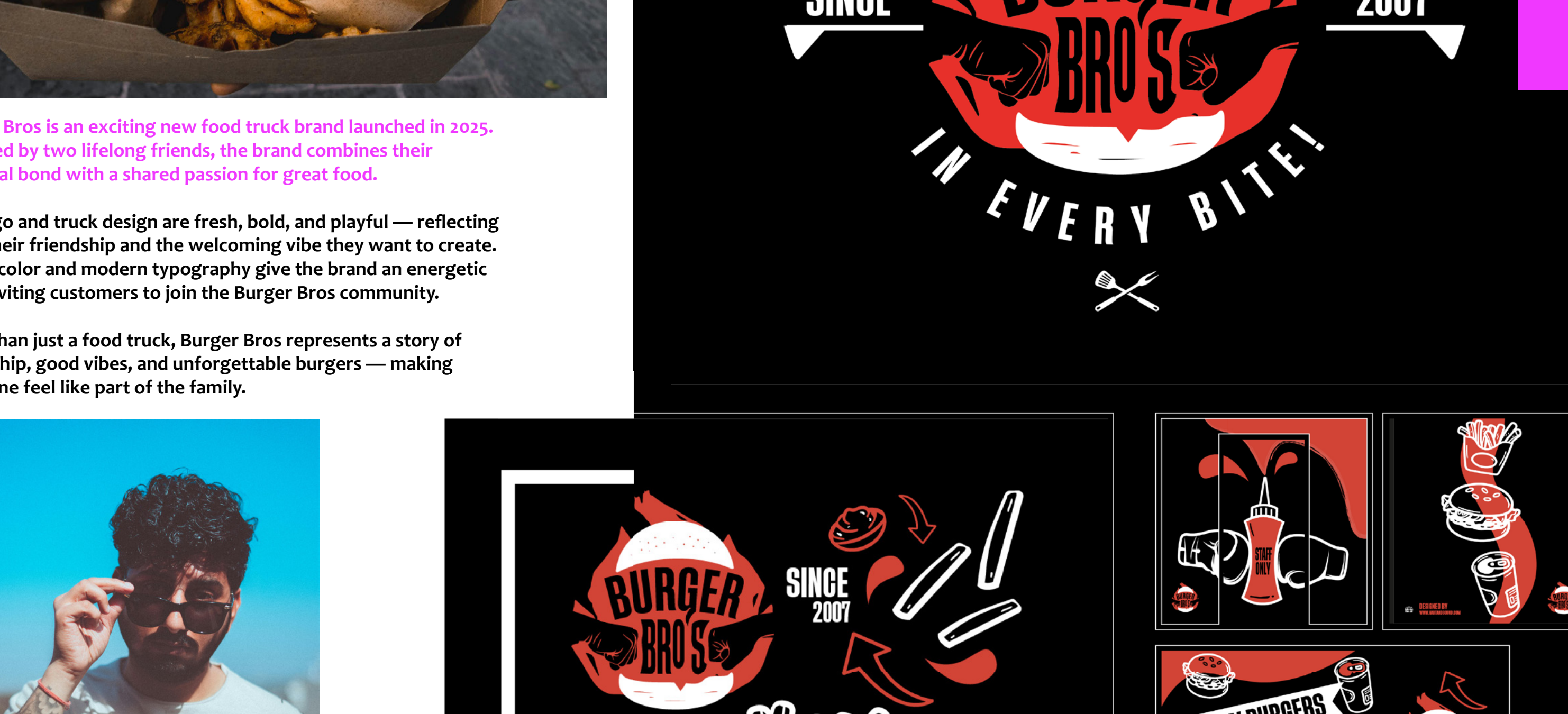
Areas of Responsibility:

- Editorial Design
- Typography
- Image Editing
- Repouching
- Preparation of Print Files

Here's what we designed:

- LP and CD covers, along with accompanying artbooks
- Digipack design
- T-shirt design
- Spotty covers for individual tracks

BRANDESIGN | Burger Bros | 2025



Burger Bros is an exciting new food truck brand launched in 2025. Founded by two lifelong friends, the brand combines their personal bond with a shared passion for great food.

The logo and truck design are fresh, bold, and playful — reflecting both their friendship and the welcoming vibe they want to create. Bright color and modern typography give the brand an energetic feel, inviting customers to join the Burger Bros community.

More than just a food truck, Burger Bros represents a story of friendship, good vibes, and unforgettable burgers — making everyone feel like part of the family.

DESIGNER | Roklife UG | 2018-2022



"Cupcakes and Kisses" is a young brand that focuses primarily on youthful and feminine design. From 2018 to 2022, I was responsible for the development of new products, as well as their design and content.

Founded as a new brand by Roklife UG, the brand "LEAF & GOLD" focused on a modern design aimed primarily at young adults. In addition to the aforementioned areas of responsibility, my tasks also included logo development and typography.

Most recently within the group, the brand "Cards and Cake" was launched, focusing on humorous card games for young adults. In this process, I developed the logo, took care of the card and packaging design, as well as the content of the card games.

My areas of responsibility included: editorial design, illustration, layout, copywriting, product design, production photography, final artwork preparation, and much more.

www.cupcakesandkisses.de