



# MICA LIVERSIDGE

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## EDUCATION

Bachelor of Arts in Communication  
Advertising and Public Relations

## ABOUT ME

My design career began with an internship at BBDO and has since taken a colorful path through digital marketing, UI/UX design and communication strategy. I've built brand experiences in large agencies, agile studios, and my own business—building expertise in design operations and collaborating with developers and global teams to bring bold ideas to life. From tech giants to philanthropic organizations, I've designed for brands that shape the world. What drives me? Blending aesthetics with intention to create beautiful, useful work that makes a real impact.

Outside of work, running with my dog—whether we're hitting the trails or weaving through city streets—is my favorite way to keep inspired.

## DESIGN DIRECTOR WITH EXPERTISE IN UX/UI, STRATEGY AND BRAND

Based in Copenhagen, Denmark



### DESIGN DIRECTOR AT VISCERAL JUN 2020 - JAN 2025

Designed websites and branding for some of USA's top 100 foundations, inc. the Packard, Hewlett, Kresge, Irvine & McKnight Foundations.

Transformed how organizations communicate their impact by leading strategy-to-launch design of websites inc. Schmidt Science Fellows, Rainbow College Fund, Children's Funding Project, and Carbon Management Action Network.

Won 3 industry design awards for 1400 Degrees, New Breath Foundation and Generation180 websites.

Revamped internal processes—kickoffs, prototyping, accessibility, tech reviews, developer handoffs, and site reveals—resulting in a ~50% faster project turnaround and smoother cross-functional collaboration.

Spearheaded a strategic and data-driven revamp of Visceral's marketing and social media that drove higher engagement and elevated brand impact.



### FOUNDER & DESIGNER OF OCEANIK DIGITAL JUN 2019 - DEC 2022

Founded and operated my own design company, mastering the intricacies of running a small business while managing client work, administration, and new business development.

Developed brand identities and websites for Griffith Advisory, ReservoirHR, and Lasso Ventures, along with brand books and newsletters for their clients.

Designed compelling presentations for HP Inc., Humanmade Machine, University of Northampton, Norton Motorcycles and T-Mobile.



### SENIOR DESIGNER AT ESSENCE GLOBAL AUG 2014 - MAY 2019

Led concept and production of agency-first campaigns including "Choose-Your-Own-Adventure" digital banners for Netflix, YouTube homepage takeover (average 30 million viewers) and digital-to-tv video campaign.

Art directed digital and mobile campaigns for high-profile brands, including Pixel 3, Google Home, Target, and Booking.com.

Collaborated with senior clients from Google to design presentations and playbooks for audiences ranging from the CMO to international sales teams.

Scaled the internal marketing design team by 3x and established global brand frameworks and templates across 12 countries.



Occasionally, I take on **freelance projects** doing marketing design work for familiar names like Paramount, Google, Pinterest and YouTube; and working on branding across industries from tech to food.

## SKILLS & TOOLS



- UI/UX Design
- Branding
- Strategy

- Information Architecture
- Presentation Design
- Photo/Video Editing

- Tools include Figma, Adobe Creative Cloud, Wordpress, Squarespace, Wix and Axure