

Anna Lindqvist Willy

Creative Director | Brand Design Specialist | Passionate Team Leader
Apprentice Instructor | Project Management Expert

Date and Place of birth: 3rd June 1972, Geneva/Switzerland

Nationality: Swedish and German

annalindqvist@mac.com

Experiences

Global Creative Director

(EMEA, AMERICAS, APAC) and Team Leader, Marketing Department | Healy World GmbH

December 2020 – Present

- Lead and mentor a team of up to 12 creatives, including intern and extern Graphic Designers, Apprentices, UX/UI Designers, and Videographer.
- Create, maintain, and develop the company brand on a global level.
- Implement Brand Platform using Frontify.
- Develop and execute creative concepts.
- Create and oversee all aspects of packaging for EMEA, AMER and APAC Market, ensuring alignment with brand standards and regulatory requirements.
- Collaborate closely with inter departments to understand and realize their visions and goals.
- Ensure adherence to deadlines through effective project management.
- Foster a collaborative and innovative team culture.
- Plan, execute, and close projects in accordance with IPMA guidelines.
- Coordinate resources, schedules, to ensure all project goals are met.
- Communicate with stakeholders to capture requirements and keep them updated on progress.
- Identify and mitigate potential project risks.

Founder and E-Shop Owner | AAIKA „Edles aus der Ferne“

2019 – 2021

- Built a compelling brand presence that resonates with the target audience.
- Secured partnerships with trusted Moroccan artisans to provide exclusive and high-quality products.
- Optimized websites for search engines and created valuable content, such as blog posts focused on Moroccan craftsmanship and lifestyle.
- Developed competitive pricing models that balance cost coverage and market appeal.
- Ensured the web shop met all legal requirements, including data protection, imprint, T&Cs, and right of withdrawal, while integrating secure and trusted payment methods.
- Identified target audiences and conducted thorough competitor analysis.
- Leveraged platforms like Instagram to showcase products and build an engaged community.

Independent Art Director

Lindqvist Graphic Design & Book Publishing

2001 – 2020

- Delivered creative solutions for international clients including Leica Microsystems, KCI (later M3, now Soventum), Centogene, Boston Scientific, Bundeswehr Hospital Ulm and Berlin.
- Freelanced for agencies such as McCann Erickson (Melbourne, Geneva)
- Assisted clients in developing concepts and meeting graphic design needs across various mediums, including exhibition stands, mobile apps and websites.
- Conceptualized, published, and marketed specialized books in the medical sectors:
„The Theory and Practice of Vacuum Therapy“, „Antiseptics in Surgery“, „Einsatzmedizin - Medizin im Einsatz“, „Richard von Volkmann. Künstler & Chirurg“.

Junior Art Director

Advico Young & Rubicam Zurich

1999 – 2001

- Contributed to campaigns for high-profile clients including Swissair, Swiss Re, Cardinal Beer, UBS (Union Bank of Switzerland).
- Created visual assets and pitch materials for new business opportunities.

Graphic Designer

McCann Erickson Geneva

1997 – 1999

- Assisted senior creatives in developing campaigns for Opel, GM Europe Public Affairs, SBB (Swiss Railway), and the ICRC (International Committee of the Red Cross).
- Created visual assets and pitch materials for new business opportunities.

Education

- **Diploma in Graphic Design**, École des Arts Décoratifs, (now HEAD – Geneva University of Art and Design, Switzerland) - **1998**
- **International Baccalauréat (IB) Diploma** - **1993**

Certifications

- **HR Management - Recruiting** (Talent Management, Employer Branding, Recruiting, Personality Psychology, People Analytics & Big Data) – **Ongoing, expected completion: July 2026**
- **IPMA Level D – Certified Project Management Associate** - **2024**
- **AEVO – Instructor Aptitude Certificate** (according to the German Trainer Aptitude Regulation) - **2023**

Languages

- **French:** Mother tongue
- **German:** Business fluent
- **English:** Business fluent
- **Swedish:** Basic knowledge

Soft Skills

- Team builder, Leadership and Mentoring
- Thrives in Diverse International and Multicultural Environments
- Client Communication and Relationship Management
- Time and Resource Management
- Problem-Solving and Decision-Making
- Resilience, Adaptability & Positive Attitude under Pressure

Hard Skills

- Creative Direction and Concept Development
- Community Building
- Branding (Frontify)
- Project Management (Asana)
- Collaboration Tools (Miro, SharePoint, Confluence)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office (PowerPoint, Word)
- UX/UI Design (Figma)

Volunteering

UNICEF Switzerland

Participant, Swiss Delegation – Mission in Kolkata, India - **April 2025**

Focus: Child Protection Programs in West Bengal