Markus Bergström



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I’m Markus, a designer based in Stockholm. I’m drawn to ideas, strategy and concepts - figuring out what a project should say, who it’s for and why it matters. Through Lumen Media, I use design to turn that thinking into something people can see, use and connect with, across brand, digital products and marketing.

Before design, there was music. Producing, collaborating with artists and working with record labels taught me to turn an idea or a feeling into something others can experience. That’s still the part I enjoy most: finding a direction, exploring its possibilities and bringing it to life.

Experience

Lumen Media AB

May 2025 - present | Founder & Designer

Independent practice focused on ideas, brand strategy and concept development, using design to bring that thinking to life across digital products, marketing and communication.

Winvoice 2025 - present

Marketing strategy and concept development across brand, product and communication. I work continuously with our partners and integrations to keep Winvoice top of mind and make it easier for them to pitch and sell. Projects include Vinylspelaren, a platform for partner collaboration within the product, and Rocketman, a brand character for presenting integration collaborations. I bring the concepts to life through design, digital experiences, campaigns and motion.

View Winvoice

ITIGO 2025 - present

Co-developed the business model for Olivoljeklubben with ITIGO and shaped its concept and communication. The pre-launch waitlist converted 30% of 120 sign-ups to members in the first quarter. My wider work includes email marketing, conversion improvements, paid advertising and the BARITIGO concept, contributing to webshop growth during a period in which sales doubled.

View Olivoljeklubben

View BARITIGO

Experience / continued

Winvoice

Jun - Sep 2024 | UX Design Intern

Interface design and prototyping for invoice search, alongside migration guides and animated support films.

Zensum

Oct 2018 - Sep 2022 | Mortgage Lending · Account Management · Sales Coaching

Sales roles focused on the Norwegian market, progressing to senior responsibilities. Supported a team of 20 colleagues as an assistant sales coach.

Tipsy Records

Aug 2020 - Aug 2021 | A&R & Content Creator · Initially an internship

Reviewed demos, supported artist relationships and worked with content for the label's YouTube channel.

Education

Umeå University

Aug 2022 - Aug 2025 | Bachelor's degree · Digital Media Production · 180 ECTS

Graphic design, UX/UI, motion, 3D, storytelling and project-based production.

View playground

Det digitala varumärket

Bachelor's thesis · 2025 · Co-authored with Alexander Theodoridis

A qualitative study of how storytelling, design elements, brand positioning and thematic consistency can foster emotional engagement on digital product pages, using Omega's Speedmaster as a case study.

Read the thesis in DiVA

Linnaeus University

Aug 2024 - Jan 2025 | Additional courses

Typography (Aug 2024-Jan 2025) and VFX (Oct 2024-Jan 2025).

Music & sound

Jun 2014 - present · Independent music producer

A background in music production, songwriting, mixing and mastering, with collaborations involving artists and record labels.

I've worked with artists including Dear Sara, Viceroy, Billy Otto, Borgeous and Oliver Ingrosso. In 2016, I also created music for Jon Olsson's vlogs.

My music projects have accumulated around 8 million streams in total. This practice continues to inform my approach to rhythm, atmosphere and storytelling.

2020 - 2022 Music Producer · Northbound Music Group

2016 - 2018 Music Producer · Playground Music Scandinavia

Explore Music & Sound