

zoe stromberg

conceptual creative | designer | social media content creator

about

I'm a multidisciplinary conceptual creative and designer with a specialism in social media creative, as well as a platform founder and campaigner at @cutecatcalls.

My drive has always been to push the digital world to serve a bigger and better purpose. No matter if it's a creative workshop with UN Women, a nationwide sexual harassment campaign for the police, or crafting meaningful content informed by Marie Curie service users; my practice has always been rooted in storytelling, social issues and sentiment.

Outside the 9-5, my illustrative activist platform '@cutecatcalls' (50k) has seen me featured in many national publications as well as mentions from high profile personalities such as Jameela Jamil, Gina Martin, and Munroe Bergdof.

My narrative focus approach has also lead to reimagine stories for leading feminist brands and campaigns such as Bodyform UK, Vagina Museum and NotYourPorn.

Bright, bold and ballsy, you'll most likely find me in some form of outrageous flare trouser. I approach my creativity with a similar tact - taking risks and making an impact.

experience

Marie Curie

Social Media Creative (current)

Digital Designer

Designer

British Transport Police
Creative Content Officer

Unity PR
Designer

Doteveryone
Junior Creative

The Tom Sawyer Effect
Junior Creative

skills

Illustrator

Photoshop
After Effects
Premiere Pro
Spark AR
Canva

Social planning & strategy
Content creation & production
Art direction
Organic & paid
Trend whizz
Workshop facilitator
Public Speaking
Campaign ideation
Pitch deck creation & pitching
Illustration
Photography

portfolio & contact

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clients

Bodyform UK
UN Women UK
The Vagina Museum
Rosey Project (Rape Crisis)
Not Your Porn

coverage

Mail Online | Femail

Gurls Talk

Grazia

iWeigh

The Tab

Her Campus

BBC Radio Scotland

curriculum

Goldsmiths University
BA Design (1st Class Hons)
UCA Canterbury
Art and Design Diploma (Merit)

Awarded as a member of the **Thred 100 by Thred Media** - a list of Gen Z's top 100 activists, entrepreneurs, musicians and designers that are influencing youth culture and driving social change.