

SANDRA SIGURJONSDOTTIR

AI imagery, art direction
and digital design

[VIEW MY PUFFY CASE STUDY](#)



200K+

INSTAGRAM + TIKTOK

2021

STARTED LEARNING AI

10 STORES

INTERSPORT / 2023

CONTACT

ssa@ssasocial.com

ssasocial.com/portfolio

WHAT I BRING

Art direction and styling
Light, colour and materials
AI image development
Product reference review
Image and scene continuity
Responsive page design

AI IMAGE TOOLS

ChatGPT Images, Nano Banana
Pro, Midjourney, Flux and Replicate.

BUILDING & WORKFLOWS

Cursor, Codex, Claude Code,
GitHub and Vercel. Frontend,
backend and AI workflows.

EDITING

Lightroom, Canva and CapCut.

EDUCATION

Digital Marketing
Noroff, 2022

Hairdressing education, 2012

LANGUAGES

English, Norwegian and Icelandic.

A LITTLE ABOUT ME

My background is in modelling, hairdressing, interiors and digital marketing. Since 2021, I've been building my skills around AI. I love working with light, colour and the details that make an image feel real.

SELECTED WORK & EXPERIENCE

INDEPENDENT PUFFY CONCEPT

A little longer.

An original Lux campaign with room, lifestyle and detail images. I used the images in a responsive shopping page and two ad examples to show how I'd bring the idea into Puffy's website and marketing.

[View the Puffy case study](#)

FOUNDER / SSELFIE STUDIO / PRESENT

I built SSELFIE.

Built an AI photo and content product with AI support, including its design, frontend, backend and creative workflows. My image work includes custom Flux models on Replicate and large volumes of image generation.

[Explore SSELFIE](#)

PHOTOGRAPHY EDUCATOR / 2020 TO PRESENT

Teaching better photos.

Grew over 200,000 combined followers on Instagram and TikTok teaching photography and AI photos. I create tutorials about light, angle, distance, framing, posing and editing.

MARKETING MANAGER / INTERSPORT / 2023

Content for 10 stores.

Led social and visual marketing across 10 retail stores, including content and campaigns. One campaign generated approximately 20 million views in two weeks.