

# SANDRA SIGURJONSDOTTIR

Photography, AI imagery  
and digital design

[VIEW MY PORTFOLIO](#)



**200K+**

INSTAGRAM + TIKTOK

**2021**

STARTED LEARNING AI

**10 STORES**

INTERSPORT / 2023

## CONTACT

Norway · Available for remote work

[ssa@ssasocial.com](mailto:ssa@ssasocial.com)

[ssasocial.com/portfolio](https://ssasocial.com/portfolio)

[Instagram](#) · [TikTok](#)

[Pinterest](#) · [LinkedIn](#)

## WHAT I BRING

AI imagery and art direction  
iPhone photography and teaching  
Reels, carousels and social content  
Visual branding and styling  
Digital marketing and campaigns  
Landing pages and web 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

I create photos, AI image series and content for brands. My background is in modelling, hairdressing, interiors and digital marketing. I like bringing the images, words and practical work together.

## SELECTED WORK & EXPERIENCE

### SELECTED CREATIVE WORK

#### **Puffy: A little longer.**

I created an independent Puffy Lux concept with room, lifestyle and product-detail images. I built the campaign page and ad examples to show how the images and copy work together.

[View the Puffy case study](#)

### FOUNDER / SSELFIE / PRESENT

#### **I built SSELFIE.**

I designed and built my own AI photo and content product with AI support. I worked across the frontend, backend and creative workflows, including custom Flux models on Replicate.

[Explore SSELFIE](#)

### PHONE PHOTOGRAPHY EDUCATOR / 2020 TO PRESENT

#### **Teaching better phone photos.**

I teach people to take better photos with their iPhone through tutorials, Reels and carousels. I cover light, angles, posing and editing, alongside AI photos. My Instagram and TikTok audience grew to 200K+.

### MARKETING MANAGER / INTERSPORT / 2023

#### **Content for 10 stores.**

I led social and visual marketing across ten Intersport stores, from the content plan to making and publishing campaigns. One campaign generated approximately 20 million views in two weeks.