

## Christina Rüegg Grässli

Member of the Advisory Board



Christina is an award-winning Creative Director and designer with over twenty years of experience in the design field and an MFA in Design & Technology from Parsons School of Design in New York. She currently works as Creative Director for the Stockholm-based studio The New Division, a sister agency of Trollbäck+Company. As a multi-disciplinary creative she is comfortable working at the intersection of design, branding and experience. She aims for simple, considered, compelling and emotive solutions to solve complex challenges.

Over the course of her career she has worked with a wide range of clients – small scale non-profit organizations to large-scale corporations. Most recently Christina Rüegg Grässli worked extensively as the lead designer on the communication system for the Global Goals, the UN Sustainable Development Goals. And she supports the Advisory Board of ESM AG.

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