



Sony Ericsson

Tina Lekeberg

Sony Ericsson Designer

Country of Birth & Residence: Sweden

Tina has been involved in the Sony Ericsson project with the London College of Fashion from the very start. She has been the main representative of Sony Ericsson's design team for the college, briefing the students on the project and meeting with them all to provide individual feedback on their designs. She forms part of the competition judging panel alongside the college's in-house designers Boudicca and Maria Sharapova.

Born and raised in Gothenburg, Sweden, Tina knew from an early age that she wanted to work in design. After school, she took a year out to work and travel before she was accepted onto the Industrial Design Programme at Lund University. In 2006 she received a Master's Degree in Industrial Design.

Tina joined Sony Ericsson in 2009 as a colour and material designer. She has a wealth of experience in industrial design and previous to joining Sony Ericsson, has been involved in projects ranging from designing a new line of precision gloves for Procurator AB to looking at the design of lunar habitats for NASA. She has also been involved in the design of a product for the Ice Hotel with Teo Kyl and table design with the Culinary Olympics.

One of Tina's favourite aspects of her job is the ability to create everyday products that other people will use. This was exemplified when she sold two pieces of furniture she had designed to international furnishings giant IKEA.

Tina lives with her husband in Malmö, Sweden. In her spare time she enjoys sailing, cooking and spending time with her friends and family.

