

## RESUMÉ

### Judith Lundberg-Felten, PhD

Plant biologist and CEO at Flora-L Design AB, Sweden

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*I am a molecular plant biologist and a scientific artist with a passion for nature, microscopy and textiles. I use my scientific skills and my creative talent to design artistic patterns for digital print on textiles, paper and other surfaces. These patterns emerge from microscopy images of various plants. With my sciarts I celebrate the beauty of nature and make the fascinating cellular structures inside plants visible to the human eye. My art is a reminder of all the hidden beauty around us that we are responsible to protect.*

## CURRENT WORK

### Since Nov 2019 Founder and CEO

Flora-L Design AB, Umeå, Sweden

### Since May 2020 Associate Professor

Umeå Plant Science Centre,  
Swedish University of Agricultural Sciences, Sweden

## PAST WORK EXPERIENCE

### 2016-2020 Assistant professor

Umeå Plant Science Centre  
Swedish University of Agricultural Sciences, Sweden

### 2010-2015 Researcher

Umeå Plant Science Centre  
Swedish University of Agricultural Sciences, Sweden

## EDUCATION

### 2006-2009 French-German Doctoral Degree in Plant Biology

Université Henri Poincaré Nancy I, France  
Albert-Ludwigs Universität Freiburg, Germany

### 2006 Master of Science in Molecular and Cellular Biology

Ecole Normale Supérieure de Lyon, France

### 2004 Bachelor of Science in Biochemistry

Ruhr-Universität Bochum, Germany

## OTHER EDUCATION

**2020 Business courses** at the company incubator eXpression Umeå

**2019 Pattern Design Course** with Swedish Designer Cecilia Pettersson, Folksuniversitet, Sweden

## FLORA-L DESIGN BUSINESS MERITS

**2020** Acceptance to "Paris Design Week" 2020 through Arctic Design of Sweden  
Acceptance to Formex Design exposition January 2021, category "Design Talents"  
Acceptance to the arts company incubator program "Creatives" at Uminova eXpression, Umeå, Sweden ([www.expressionumea.com](http://www.expressionumea.com))

**2019** Funding from the university's business incubator Uminova Innovation for business idea assessment (50 000 SEK)

## FLORA-L DESIGN BUSINESS TIMELINE

<b>Jun 2020</b>	Launch of sales at Spoonflower and Society6
<b>Apr 2020</b>	Launch of website and webshop <a href="http://www.flora-l.com">www.flora-l.com</a>
<b>Feb 2020</b>	Joined eXpression Umeå's incubator program
<b>Nov 2019</b>	Company was registered