



Cover letter

Hello,

I am a driven and unpretentious team player that have worked as both Art director and Designer at some of Sweden's leading agencies and in-house agencies. I have been fortunate to been part of teams that have developed great work for clients across numerous categories. From telecom and retail to airlines and beverages. My experience goes across B2B, B2C and employer branding.

I believe the best and most effective campaigns and concepts often are based on smart (data driven) insights. Doing the right thing, at the right time, to the right target audience. I enjoy being part of a team – were we work closely to improve the work and each other. My role varies. In some projects I have been the creative responsible for developing and presenting ideas and concepts – while in others - my role has been to focus on design and production.

My work process usually begins with drawings on paper. Which becomes ideas and concepts, scripts, photo sessions, brand identity, digital creations, and design concepts. That said, I have all relevant programs and spend a lot of time continuously keeping up to date with latest programs. From digital to motion.

I have previously worked as a music producer. Lately I have broadened my remit to also adding/ mixing sound to filmed material and recording podcasts. In my spare time, like to write music and cook food. I am a bit of a foodie and love inviting friends for a homemade meal.

Specialties

- Art Direction/ Creative Direction
- Graphic Design, Digital Design & Design Concept
- Brand Identity, Concept & Development
- Film, Photo & Motion Directions
- Drawings & Storyboards
- Music Producing & Sound Mixing

Programs

- Illustrator
- Photoshop
- Indesign
- After Effects
- Audition
- Logic pro
- Figma

Clients I have worked with: Moccamaster, Beckers, Bjurfors, KLM, Tele 2, Ingo, Almi, Panasonic, Credentia, Riksbyggen, Bannerflow, Smart Built Environment, Rise, Försvarsmakten, Systembolaget, Entercard, Zeta Display, Aidon, Fastighetsmäklarna, Bromma Blocks, IATA, Allergan, J Lindeberg, JM, Transportstyrelsen, IQ Samhällsbyggnad, Myndigheten för Tillgängliga Medier (MTM), SJ, Thai Airways, Randstad, Svenska Spel, SEB, Com Hem, Stockholm University, 3 Sverige, Xtreme Nordic AB, Allergan, Actavis, Stadium...

Resume

EXPERIENCE

Creative Designer

M&C Saatchi Sthlm 2022 April - 2022 Dec

CLIENTS: Moccamaster, KLM, Tele2, Bjurfors, Ingo...

Art Director

Miltton Sverige 2017 - 2021

CLIENTS: Almi, Panasonic, Credentia, Riksbyggen, Bannerflow, Smart Built Environment, Rise, Försvarsmakten, Systembolaget, Entercard, Zeta Display, Aidon, Fastighetsmäklarna, Bromma Blocks, IATA, Allergan, J Lindeberg JM...

Art Director Blomquist & Co 2017-2019

Blomquist & Co Acquired By Miltton 2019

CLIENTS: Transportstyrelsen, IQ Samhällsbyggnad, Myndigheten för Tillgängliga Medier (MTM), Thai Airways, Randstad, Svenska Spel, SEB, Com Hem, Stockholm University...

Art Director

Passion Lab 2016 - 2017

CLIENTS: SJ, 3 Sweden, Meca...

Art Director & Lead Designer (Consult)

Panda Creative Studios 2015 - 2016

Art Director

3 Sverige 2014 - 2015

Creative Director & Art Director

Grafisk Idé 2012 - Feb 2014

CLIENTS: Xtreme Nordic AB, Stadium, Allergan, Actavis, House of Shapes, Voice Professional

Art Director

World Class International 2006 - 2012

Graphic Designer

Nyköpings kommun marknadsavdelning
2005 - 2006

Graphic Designer & Creative Director

Studio Appeal (Own Company) 1996 -

Creative Director (Consult)

Pepagroup (Madrid, Spain) 2011 - 2014

Music Producer & Songwriter

Reactive Songs International 2003 - 2005

Music Producent & Songwriter

Warner Chappell Scandinavia 1999 - 2003
(Nuvarande förlagskontrakt)

Photographer & Graphic Designer

Tidningen Arbetet Nyheterna 1994 - 1999

EDUCATION

Motion Graphics

Berghs School Of Communication
2021

FKU (Preparatory Artistic Education)

Schillerska gymnasiet Göteborg
Fine Arts & Photography 1992 - 1993

Bildlinjen (Arts Programme)

Schillerska gymnasiet Göteborg
Fine Arts General 1989 - 1991

Plus a lot of training in working life
with new programs and development ...

[LINKEDIN >](#)

[PORTFOLIO >](#)

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