

## SUMMARY

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I'm a Swedish digital designer with extensive experience in the creative industry. A Hyper Island alumnus. Passionate about creating products, understanding users, and making sure design empowers customers.

The last 10 years I've been helping brands across the globe to deliver successful platforms and campaigns by using creativity, technology and best-in-class production methods.

Currently based in Barcelona / Stockholm while previously having lived and worked in Bangkok, Kuala Lumpur and New York.

## EXPERIENCE

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Barcelona / Stockholm  
Mar '20 – Present

### Opacity — Freelancer / Consultant

New studio project.

Bangkok  
Dec '20 – Jun 2021

### Coinweb — Lead Designer

Blockchain eco system based on Layer 2 technology. Worked on products such as Blockfort, On/Ramp and Starpoints.

Bangkok  
Nov '07 – Mar '20

### Saturate — Freelancer / Consultant

A digital product studio, previously based in Stockholm and Kuala Lumpur. Work included design direction, graphic design, branding, concept development, user experience, interaction design and creative development. Worked with brands such as Spotify, Klarna, Warner Music, Delivery Hero, Swedish Match, Björn Borg and more.

Bangkok  
Apr '16 – Apr '17

### Perfect Friday — Co-Founder

Co-founder of a creative agency. Role included new business and client acquisition, resource planning and project management, business and concept development, team management, as well as hiring and reviewing. I led and facilitated projects for both local and international clients.

Stockholm (remote)  
Feb '15 - Mar '16

### APPRL — Head of Design

APPRL is an invitation-only service for leading digital content creators; talent, editors, publishers and other people of influence. I redesigned the platform and all brand aspects, as well as designed and prototyped new features, concepts and collaborations including Closet, the first influencer monetisation platform in South America.

Stockholm  
Apr – Aug '11

### ISPY — Creative Director

ISPY is a full service agency in Stockholm. I managed projects and designers, and pitched solutions for new prospects and existing clients, including Notar, Telenor and Primewine.

Stockholm  
Aug '10 - Mar '11

### Ocean Observations — Visual Designer

Ocean is an innovation design agency in Stockholm. I designed user interfaces across a broad range of platforms including a power plant facility, and did the initial design for the app version of the video streaming service Viaplay.

Clients include Modern Times Group, Telia, ABB and Electrolux.

Stockholm  
Sep '06 - Oct '07

### Spray — Art Director

Overseeing the overall look and feel for Sweden's then leading entertainment portal. I also designed solutions for Spray Date, and made a complete redesign overhaul of Spray Web Hosting. Clients include Tradera, Hitta.se and Passagen.

## EDUCATION

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Stockholm  
Aug '09 - Jun '10

### Kulturama — Film Production

Courses included: Directing, Producing, Editing, Cinematography, Post/VFX

Karlskrona  
Aug '04 - Jun '06

### Hyper Island — Design, Technology & Management

Bachelor's degree. Diploma for participating in UGL, a leadership course.

Kalmar  
Aug '03 - Jun '04

### Kalmar University — Interactive Media

Courses included: Web Development, Marketing, Media History, Radio & Video Production

## SKILLS

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Product Design, Interaction Design, User Interface Design, User Experience Design, Branding & Identity, Concept Development, Design Direction, User Research, Visual Design, Immersive Design, Design Systems, Film Production

HTML, CSS (SASS, PostCSS), JS (ES6, React), Git, SEO, WPO, WordPress, Responsive Design, Prototyping

Adobe Creative Cloud, Sketch, Figma, Framer, Principle, InVision, DaVinci Resolve

References available upon request.