

Creative Lead & Brand Strategist with 20+ years of experience shaping communication that connects people, brands and culture. I move between insight, storytelling and design — combining creativity with clear thinking to turn human understanding into engaging brand experiences.

I believe great communication starts with understanding people — their needs, behaviours and emotions — and translating those insights into clear, engaging expressions that drive both meaning and business value.

EMPLOYMENT

2022-2025	Happify Communication	Art Director / Creative Lead
<ul style="list-style-type: none">• Led creative teams delivering integrated campaigns for Nordic consumer and public brands.• Developed and implemented digital content strategies across email, web, and app channels.• Collaborated with marketing and analytics teams to evaluate campaign data and optimize engagement.• Ensured consistency in tone of voice and visual expression across all digital touchpoints.• Directed seasonal campaigns balancing creativity, strategy, and performance goals.		
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2021-2022	Alltheway José	Art Director / UX
<ul style="list-style-type: none">• Directed photo and film shoots for major retail and fashion brands.• Produced omni-channel campaigns integrating social media, web, and in-store content.• Redesigned the website for a financial company offering a capital insurance account for unlisted securities.• Worked closely with business stakeholders to translate complex investment concepts into a clear, intuitive user experience — balancing compliance, clarity, and customer trust.• Translated customer insights and product advantages into engaging and accessible digital communication.		
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2016-2021	Happify Communication	Art Director / UX
<ul style="list-style-type: none">• Created communication frameworks and UX-driven content for municipalities and schools.• Designed customer journeys and campaign structures to improve clarity and conversion.• Built omni-channel storytelling strategies combining editorial and visual narratives.• Worked closely with clients to ensure strategic alignment and measurable results.		
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2014-2016	NetRelations	Art Director / UX
<ul style="list-style-type: none">• Designed large-scale websites for public and corporate clients on enterprise CMS platforms.• Delivered UX concepts and digital content ensuring accessibility and usability.• Collaborated with developers, writers, and analysts to unify brand and digital experience.		
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2013-2014	Someguys Digital	Art Director / UX
<ul style="list-style-type: none">• Led creative projects for consumer and public brands in digital and print channels.• Produced UX concepts and campaign materials across multiple touchpoints.		
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2012-2013	Mekonomen	Art Director
<ul style="list-style-type: none">• Directed an in-house creative team producing packaging and digital campaigns.• Implemented in-store and online initiatives improving engagement across multiple touchpoints.• Strengthened brand consistency through cohesive visual and verbal communication.		
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2010-2012	Hallberg & Co. Agency	Art Director & Partner
<ul style="list-style-type: none">• Co-led agency creative direction for retail and B2B clients.• Recruited and mentored creative teams, expanding capacity and expertise.• Oversaw brand strategy, concept development, and campaign production.		
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2004-2010	Lantmännen Cerealia	Art Director
<ul style="list-style-type: none">• Built and scaled the in-house creative department to 12 team members.• Led packaging, POS, and advertising campaigns for AXA, Kungsörnen, Start!, and Skogaholm.• Developed cross-channel communication linking brand storytelling with customer insights.		

EARLIER EXPERIENCE

Ramfelt & McCarthy Reklambyrå	Graphic Designer (2001–2004)
Guldfynd / Hallbergs Guld	Graphic Designer (1999–2001)
Leo Burnett	Graphic Designer Internship (1999)
Svenska McDonald's	Marketing Assistant (1997–1999)

EDUCATION

1999-2000	London College of Printing	Arts and Graphic Design
1995-1996	Institute for International Education	BA International Marketing
1993-1995	Uppsala & Jönköping Universities	German A, B, English A, B
1988-1991	Risbergsska High School, Örebro	Economics

LANGUAGE

Swedish	Native
English	Bilingual
German	Limited Working Proficiency

TOOLS

Adobe Creative Cloud	Expert
Figma	Beginner
Sketch	Advanced
Adobe Xd	Advanced
Esko ArtiosCad & Studio	Intermediate
Microsoft Office Suite	Expert
Google Analytics	Advanced
Meta Ads Management	Advanced
Adjob	Advanced
Maraton	Advanced
CMS (Sitecore, Epi/Optimizely, Sharepoint, Sitevision, Wordpress, Hubspot)	Intermediate

SKILLS

UX/UI Design, Brand Strategy, Content Marketing, Campaign Direction

Graphic Design, Package Design, Artworking

Copywriting & Visual Storytelling

Project and Production Management

Marketing Automation & Performance Optimization

Data-driven creative decision-making

Strategic & Communicative Focus

- Translating brand strategy and customer insight into creative concepts and experiences
- Bridging analytical and creative disciplines across teams and stakeholders
- Experienced in UX and service design methodologies for digital and physical touchpoints
- Skilled in communication planning, content strategy and storytelling