

# MIKAEL LANNER | Creative Lead / Art Director → Brand & Packaging Strategy

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*Creative Lead with 20+ years of experience working at the intersection of brand, packaging, and business across FMCG, retail, and public sector. Experienced in translating brand strategy and consumer insight into scalable communication systems, from packaging and retail environments to digital platforms and campaigns. Strong background in in-house environments, collaborating closely with marketing, product, and sales teams to ensure that brand decisions are both creatively strong and commercially effective. Increasingly focused on how design and packaging systems can shape consumer behaviour, unlock growth, and strengthen brand differentiation, even in mature categories.*

## KEY SKILLS

*Brand Development & Brand Strategy*

*Consumer Insight & Customer Experience*

*Packaging Strategy & Production (FMCG)*

*Integrated Campaigns (Digital, Retail, POS)*

*Content Strategy & Storytelling*

*In-house Collaboration (Marketing, Product, Sales)*

*Art Direction & Creative Leadership*

*Data-driven Creative Optimization*

*UX/UI & Digital Communication*

*Production & Print (Prepress, Packaging)*

## PROFESSIONAL EXPERIENCE

**2025–Present**

**Freelance & (Parental Leave)**

**Creative Lead / Art Director**

Working with concept development across brand, packaging, and format innovation • Developing case studies exploring how packaging can drive category growth (mikaellanner.se) • Expanding into brand strategy, AI-supported workflows, and motion • On parental leave

**2022-2025**

**Happify Communication**

**Art Director / Creative Lead**

Led creative work for Nordic consumer brands, translating brand strategy into integrated campaigns and content systems • Developed communication frameworks across digital channels (web, email, apps) • Collaborated with marketing and analytics teams to improve performance and engagement • Ensured consistent brand expression across all touchpoints • Balanced creative output with commercial goals and measurable results.

**2021-2022**

**Alltheway José**

**Art Director / UX**

Directed campaigns and content across fashion and retail brands, ensuring alignment between brand positioning, visual expression, and customer experience • Led photo and film production • Translated complex business offerings into intuitive digital experiences.

**2016-2021**

**Happify Communication**

**Art Director**

Developed communication frameworks rooted in customer journeys and brand clarity • Designed structures improving understanding and conversion • Built storytelling systems connecting editorial and visual communication to brand goals.

**2014-2016**

**NetRelations**

**Art Director / UX**

Designed large-scale websites for public and corporate clients on enterprise CMS platforms • Delivered UX concepts with strong focus on accessibility and usability • Collaborated across design, development, and content teams.

**2013-2014**

**Someguys Digital**

**Art Director / UX**

Led creative work across digital and print for consumer and public brands • Produced campaigns and UX concepts across multiple touchpoints.

**2012-2013**

**Mekonomen**

**Art Director (inhouse)**

Led in-house creative production for campaigns and retail communication • Developed in-store and digital initiatives improving engagement • Strengthened brand consistency across channels.

**2010-2012**

**Hallberg & Co. Agency**

**Art Director Creative Lead & Partner**

Co-led agency creative direction for retail and B2B clients • Recruited and mentored creative teams • Managed brand strategy, concept development, and campaign production.

**2004-2010**

**Lantmännen Cerealia**

**Art Director (inhouse)**

Led packaging development and communication for multiple FMCG brands (AXA, Kungsörnen, Start!, etc.) in close collaboration with marketing and product teams • Ensured packaging aligned with brand strategy, positioning, and consumer expectations • Built and scaled an in-house department & creative team • Managed production and supplier relationships across materials and print.

## EARLIER EXPERIENCE

2001–2004	Ramfelt & McCarthy	Graphic Designer
1999–2001	Guldfynd / Hallbergs Guld	Graphic Designer (inhouse)
1999	Leo Burnett	Graphic design internship
1997–1999	McDonald's Sweden	Marketing Assistant

## EDUCATION

2026	<i>Berghs School of Communication</i>	<i>Brand Strategy (ongoing)</i>
1999-2000	London College of Printing (UAL)	Arts and Graphic Design
1995-1996	Institute for International Education (IIU)	BA International Marketing
1993-1995	Uppsala & Jönköping Universities	German A, B, English A, B
1988-1991	Risbergska High School, Örebro	Economics

## LANGUAGE

Swedish	Native
English	Bilingual
German	Limited Working Proficiency

## TOOLS

Adobe CC	(InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere, XD)
Figma	
ArtiosCAD & Studio	
Analytics	Google Analytics, Meta Ads
CMS	Optimizely, SharePoint, WordPress, Hubspot