

MIKAEL LANNER, Art Director / Creative Lead

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SUMMARY

Highly creative and strategic Art Director with over 15 years of experience in brand development, digital communication, and integrated campaign execution. Proven ability to translate brand strategy into compelling visual communication systems across digital channels, packaging, and retail. Expertise in UX/UI design, content strategy, and production, with a strong track record of enhancing customer experience and driving commercial results. Adept at leading creative teams and fostering cross-functional collaboration to deliver impactful brand solutions.

WORK EXPERIENCE

03/2025 – Present	Creative Lead / Art Director Freelance & Parental Leave	Stockholm
	<ul style="list-style-type: none">• Conceptualising brand, packaging, and format innovation initiatives• Developing case studies to explore how packaging can drive category growth• Expanding expertise into Brand Strategy, AI-supported workflows, motion design• Parental leave	
12/2022 - 03/2025	Art Director/ Creative Lead Happify Communication	Stockholm
	<ul style="list-style-type: none">• Spearheaded creative output for Nordic consumer brands, translating brand strategy into integrated campaigns and content systems• Developed communication frameworks across digital channels including web, email, and social media• Partnered with marketing and analytics teams to optimize performance and engagement• Ensured consistent brand expression across all customer touchpoints• Harmonised creative execution with commercial objectives and measurable results.	
11/2021 - 12/2022	Art Director/ UX Alltheway Jose	Stockholm
	<ul style="list-style-type: none">• Directed campaigns and content for fashion and retail brands, ensuring alignment between brand positioning, visual expression, and customer experience• Oversaw photo and film production processes• Translated complex business offerings into intuitive digital user experiences.	
05/2016 - 11/2021	Art Director Happify Communication	Stockholm
	<ul style="list-style-type: none">• Formulated communication frameworks grounded in customer journeys and brand clarity• Built structures to enhance user understanding and conversion rates• Constructed storytelling systems that integrated editorial and visual communication with brand objectives.	
08/2014 - 05/2016	Art Director/ UX NetRelations	Stockholm
	<ul style="list-style-type: none">• Designed and implemented large-scale websites for public and corporate clients utilizing enterprise CMS platforms• Delivered UX concepts with a rigorous focus on accessibility and usability standards• Facilitated cross-functional collaboration between design, development, and content specialists.	
01/2013 - 07/2014	Art Director / UX Someguys Digital	Stockholm
	<ul style="list-style-type: none">• Managed creative execution across digital and print media for consumer and public sector brands• Produced comprehensive campaigns and UX concepts across multiple customer touchpoints.	
01/2012 - 01/2013	Art Director (inhouse) Mekonomen	Stockholm
	<ul style="list-style-type: none">• Directed in-house creative production for advertising campaigns and retail communications• Initiated and developed in-store and digital initiatives to improve customer engagement• Enhanced brand consistency across all communication channels.	
01/2010 - 12/2012	Art Director Creative Lead & Partner Hallberg & Co. Agency	Stockholm
	<ul style="list-style-type: none">• Co-led agency creative direction for a diverse portfolio of retail and B2B clients• Recruited, trained, and mentored creative team members• Oversaw brand strategy development, concept creation, and campaign production.	
08/2004 - 01/2010	Art Director (inhouse) Lantmannen Cerealia	Stockholm
	<ul style="list-style-type: none">• Pioneered packaging development and communication strategies for multiple FMCG brands (e.g., AXA, Kungsornen, Start!) in close partnership with marketing and product teams• Ensured packaging designs consistently aligned with brand strategy, market positioning, and consumer expectations• Established and scaled an in-house creative department and team• Managed production processes and cultivated strong supplier relationships across various materials and print.	
01/2001- 07/2004	Graphic Designer Ramfelt & McCarthy	Stockholm
03/1999 - 01/2001	Graphic Designer (inhouse) Guldfynd I Hallbergs Guld	Stockholm
01/1999 - 03/1999	Graphic design internship Leo Burnett	Stockholm
01/1997 - 01/1999	Marketing Assistant McDonald's Sweden	Stockholm

EDUCATION

02/2026 - 05/2026	Berghs School of Communication Certificate , Brand Strategy	Stockholm
08/1999 - 06/2000	London College of Printing (UAL) Foundation, Arts and Graphic Design	London
08/1995 - 06/1996	Institute for International Education BA equivalent, Int'l Marketing	Stockholm, London, Munich
08/1993 - 06/1995	University Linguistics, Freestanding courses, German A, B, English A, B	Uppsala, Jönköping
08/1988 - 06/1991	Risbergsga High School, Orebro High school diploma, Economics	Örebro

SKILLS

Brand Development & Brand Strategy	Consumer Insight & Customer Experience
Packaging Strategy & Production (FMCG)	Integrated Campaigns (Digital, Retail, POS)
Content Strategy & Storytelling	UX/UI & Digital Communication
Adobe CC (InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere, XD), Figma	Art Direction & Creative Leadership
ArtiosCAD & Studio	Analytics Google Analytics, Meta Ads
CMS Optimizely, SharePoint, WordPress, Hubspot	Production & Print (Prepress, Packaging)
In-house Collaboration (Marketing, Product, Sales)	Data-driven Creative Optimization

LANGUAGES

Swedish (Native)	English (Bilingual)
German (Limited Working Proficiency)	