

# JOAKIM SJÖGREN

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## Summary

- Award-winning independent Art Director and designer from Sweden
- 20 years of professional experience in concept development and design for a wide range of local, national and global brands
- Strong understanding how to amplify brands across multiple channels
- Skilled craftsman within all media disciplines, both on/offline
- Drives the entire creative process from brief to production
- Experienced in directing photo shoots, film shoots, retouch and post production work
- Skilled in structuring and giving creative client presentations
- Enjoys collaborating with smart and talented writers, strategists, photographers, developers, etc
- BA degree in Graphic Design from St. Martins in London
- Desires intelligent, original, expressive and beautiful design—born from great ideas
- is a super nice reliable type of dude

## Professional history

- 2014— **Independent Art Director**  
IKEA / Malmö Opera / Film Capital Stockholm / Malmö Symfoniorkester / Oatly  
Swedish Publishing Prize 2015 — Winner!
- 2008—2014 **Senior Art Director at First Flight Communication, Malmö**  
Heinz / Ifö / Tetra pak / IBC / Helsingborg Stad / Nationalencyklopedin / Malmö Högskola  
Swedish Design Prize 2009 — Gold!
- 2004—2007 **Art Director / Creative Driver at Kunde & Co, Copenhagen**  
Jabra / Sony Ericsson / Grundfos / Geberit / Finnlines / Purmo / Vin & Sprit  
Employee of the year in 2006!
- 2000—2003 **Freelance Art Director / Graphic Designer, London**  
Medicaid / VW / Grundfos / Fairline / Georgina Goodman
- 1997—2000 **Assistant Art Director / Graphic Designer at Kunde & Co, Copenhagen**  
Toms Chokolade / Purup-Eskofot / Telia
- 1995—1997 **Graphic Designer at Art & Original, Malmö**

## Education

- 2000—2003 **2:1 BA Hons Graphic Design, St. Martin's College, London**
- 1993—1995 **The Media Programme, St. Petri School, Malmö (GCSE equivalent)**