

JOAKIM SJÖGREN

Joakim Sjögren AB +46-702 902156 mail@joakimsjogren.com

Summary

- Award-winning independent Art Director and designer from Sweden
- Developing concepts and design for a wide range of local and global brands / organisations
- Strong understanding how to amplify brands across multiple channels
- Skilled craftsman within all media disciplines
- 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

Available for longer or shorter projects. Examples of services:

- Branding / Visual Identity work
- Concept Development
- Digital / Web / UX design
- Print and packaging design
- Film and motion work
- Campaigns / SoMe / Advertising

Professional history

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| 2014— | Independent Art Director
IKEA / Film Capital Stockholm / Malmö Symfoniorkester / Oatly / White Arkitekter
Svensk Bokkonst 2021 — winner!
Swedish Publishing Prize 2015 — winner! |
| 2008—2014 | Senior Art Director at First Flight Communication, Malmö
Heinz / Ifö / Tetra pak / Helsingborg Stad / Nationalencyklopedin / Malmö Högskola
Swedish Design Prize 2009 — gold! |
| 2004—2007 | Art Director at Kunde & Co, Copenhagen
Jabra / Sony Ericsson / Grundfos / Geberit / Finnlines / Purmo / Vin & Sprit
Employee of the year in 2006! |
| 2000—2003 | Freelance Graphic Designer, London |
| 1997—2000 | Graphic Designer at Kunde & Co, Copenhagen |

Education

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| 2000—2003 | 2:1 BA Hons Graphic Design, St. Martin's College, London |
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