

Summary

Joakim Sjögren AB is a creative studio rooted in design and art direction. Based in Malmö, Sweden, collaboration extends to both local and international brands and organisations. With a deep appreciation for art, culture and design, backed by a BA in Graphic Design from Central Saint Martins in London, the studio is committed to purposeful, idea-driven and expressive work.

Good things happen when perspectives collide. Whether working independently or alongside writers, strategists, photographers and developers, every step is valued and well orchestrated. From early ideas and concept presentations to photo and film shoots, final touches and delivery.

While embracing technology, the approach remains distinctly human-centered, ensuring that the work speaks to people. Because design isn't just about looking good. It's about making people feel, react and connect. Every project is an opportunity to cut across boundaries, spark conversations, and leave something behind that actually matters.

Available for both short-term and long-term projects. Services include:

- Branding and Visual Identity work
- Concept Development
- Art Direction
- Digital, Web and UX design
- Print and packaging design
- Magazine / editorial design
- Film and motion work
- Campaigns, Social Media and Advertising

Professional history

- | | |
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| 2020— | Independent Art Director
Oatly / Prevas / White Arkitekter / Triangeln / Thule /
Sproud / Skånes Dansteater
Svensk Bokkonst 2021 — winner |
| 2014—2020 | Independent Art Director
IKEA / Malmö Opera / Film Capital Stockholm /
Smart Kreativ Stad / Malmö Symfoniorkester
Swedish Publishing Prize 2015 — winner |
| 2008—2014 | Senior Art Director at First Flight Communication, Malmö
Heinz / Ifö / Tetra Pak / Dunkers / Nationalencyklopedin / Malmö Högskola
Swedish Design Prize 2009 — gold |
| 2000—2007 | Art Director at Kunden & Co, Copenhagen
Art Director at Kunde & Co, London
Graphic Designer at Kunde & Co, Copenhagen
Jabra / Sony Ericsson / Grundfos / Geberit / Finnlines / Purmo / Vin & Sprit
Employee of the year in 2006 |

Education

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