

JON SWAHN CV

Art Director | Designer | Content creator | UX | Final Art | Film | Ai

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I am a versatile and creative senior Art Director professional with a track record of working across various channels. My experience spans major brands and delivering 360° communications. I have a wealth of experience in Art direction / Graphic design / Experience marketing/Events / Content creator / Final art / UX / Retail/Action marketing / Presentation design / SOME / Ai / Film production / B2C/B2B/BTL marketing / Creative strategy / Brand development / DM / Radio and Product launches. Over my years as a freelancer, I have also taken full responsibility for project and production management from start to finish.

- Creative problem solver
 - Quick off the mark, precise and concept strong
 - Over 20 years experience as an Art Director and Graphic Designer
 - Broad experience of integrated campaigns - both traditional and digital
 - Used to both leading and working as part of a team dealing with various customer categories
 - Created several very successful campaigns for both Swedish and International companies
 - Producer of strong graphic profiles for several worldwide brands
 - Does Art Direction, Experience marketing, Design, UX, Content creation, Final Art and Film and Presentations
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Employments:

2021- / CONCEPT STORE / Experience marketing, Events, Content creator, Retail/Action marketing, Digital marketing, UX, Film, Ai

Clients: Mondelez, McDonalds, Mercedes, Konsumentföreningen

2012 - 2020 / FREELANCER / Above/Below the line, Retail/Action marketing, UX, Radio, Film, DM

Some of the agencies I've worked for as a consultant: Bonnier News Brand Studio, Reaktion, UMG, Minnesota, Narva. Own clients: Barnebys, Reijmyre, Suburban Properties, Björkholmen Real Estate, Bocenter

2020 - 2021 / SPRINGTIME INTELLECTA / Above/Below the line, Content creator, Digital marketing, PR, Film

Clients: Nacka kommun, Utrikesdepartementet, FRA, DIGG, Lungkollen

2009 - 2012 / CUSTOMERSONLY / Above/Below the line, Digital marketing, Retail/Action marketing, Radio, UX, DM

Clients: Toyota, Barncancerfonden among others

2008 - 2009 / MRM STARSKY / Above/Below the line, Digital marketing, Retail/Action marketing, DM

Clients: SEB, Vattenfall, Guldnyckeln, Lantmännen among others

Other clients I've worked with:

Other clients I've worked with: Jetpak, Naturskyddsforeningen, JM, Land & Rike, Fazer, Tre, Swedbank, IF, FöreningsSparbanken, Notar, Silja Line, Minimeal, Kista Galleria, Arla, Virgin Express, Chello, Øresundsbron, Barnfonden, Postgirot Open, Nycomed, Fazer, Comviq, Dafgårds, Södra, Kronfågel, Riksgäldskontoret, SAS Jackpot, DN, Rädde barnen, Microsoft

Program and system skills:

Adobe Creative Suite, Adobe Premiere Rush, Figma/Sketch, Wix, PowerPoint/Keynote and different Ai tools.

Education: RMI-Berghs School of Communications – Art Direction/Design, D&AD Concept Workshop

Portfolio: jonswahn.se
