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Dear interested party,

I am an Englishman who moved to Sweden 14 years ago and I am currently working as a freelance graphic designer. I have worked for around 20 years and can offer experience of developing successful design and brand expressions for international clients such as Lexus, Iittala, Casall, The Absolut Company and most recently Aspia (a new financial company previously a part of PwC), excellent design skills within the fields of typography, art direction and an immaculate eye for detail.

I have an immense passion for design, it is an industry in which I have fortunately known my whole life that I wanted to work within. Every part of the process excites me, from creating strategic and conceptual workshops, to generating ideas within a team and then finally putting those findings into practice in the form of visual expressions and creating digital and printed matter. Always trying to exceed the clients expectations and looking for opportunities to integrate new ways of thinking or user experiences.

Switching between analogue and digital platforms is necessary in the transitional landscape that is today's consumer's everyday scene and is something I do with ease and on a daily basis, as is the ability to design and apply consistent brand identities across all forms of applications.

Above all, my creative vision and willingness to exceed is my greatest asset. I relish the idea of new challenges and welcome the opportunities to push myself and others in order to create successful solutions, and am not afraid to experiment and step outside the boundaries in order to do so.

So that's me in a nutshell, if you like what you read then please let me know if I can provide you with any further information. I truly look forward to speaking with you and thank you in advance for your time.

Best,

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Vast experience and comprehensive knowledge within print and digital design, working with small and large scale design and branding projects in both local and international markets.

Extensive skills and knowledge within the field of graphic and brand design and a strong understanding of multi-faceted needs of clients with diverse brand architecture and co-branding activities.

Lead by example by working hard and focussed whilst maintaining a sense of inspiration amongst the team.

# CV

October - Ongoing

Freelance

March 2016 - September 2019  
Head of Design  
Volt, Stockholm

In March 2016, I was asked to join Volt creative agency to help strengthen their brand and design offering. Leading a team of designers within multi-disciplinary creative work.

**Main clients:** PwC, Bricmate, Absolut Vodka, Min Stora Dag, Octapharma, Holmen Paper.

**Highlighted work:**

**PwC**

Strategic and visual branding of Aspia, a new digitally focussed financial service derived from PwC. Touchpoints included total build of new website and digital service, print, exterior and interior graphics and event design.

**Holmen Paper**

Rebranding for Swedens largest virgin fibre paper producer. In a time where paper is becoming the second medium it was important for Holmen to be seen as a modern, forward thinking and innovative company.

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December 2011 - March 2016  
Partner and Design Director  
The Kitchen, Stockholm

Co-founder of The Kitchen Design Studio, working with design and brand development within national and international markets.

**Main clients:** Casall, Octapharma, Harrods London, Lincoln cars, Barncancerfonden, The Absolut Company, Röhnisch.

**Highlighted work:**

**The Absolut Company - Concá Vodka**

Involvement in creating a new vodka for the US West Coast market, including workshops at an early stage, name design, communication strategy, design development for all consumer touchpoints, event co-creation with external creatives. Packaging design and socially interactive website.

**Casall**

Visual direction for all levels of communication including in-store. A new visual identity for cross-media implementation. Creative support to their inhouse Creative Director, to ensure a consistent level of brand expression.

January 2004 - December 2011  
Senior Designer  
Grow, Stockholm

As a Senior Designer at Grow, I was involved in creating brand experiences, visual identities and design systems for cross-media implementation for global brands.

**Main clients:** Lexus, Bring, Helly Hansen, Konecranes, Bang & Olufsen, Munken Paper, Yale.

**Highlighted work:**

**Lexus**

The work for Lexus included a new visual identity, including guidelines for all applications, from retail to advertising and co-branding. Brand Book design, product catalogues, Art Direction for numerous photo shoots and communication concepts.

**Helly Hansen**

Rebranding of one of the worlds most well known and respected workwear and winter sportswear companies. The visual identity covered the design of all print material, online services, retail concept including instore touchpoints design.

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January 2003 - December 2003  
Graphic Designer, Lowe Brindfors

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**Pre Sweden**

Various London Design agencies

**Education**

1994 - 1998

BA Hons Graphic Design, Derby University

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**References**

Happy to leave upon request