

CV



JACOB HANSON

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EXPERIENCE

- 2014 06 – **Senior AD, Modo Eyewear, Stockholm.**
In charge of visual communication and brand identity. Responsible for brand development. Corporate identity, packaging, ads, pop and web site UI.
- 2008 01 – 2014 02 **AD / graphic designer, Freelance.**
Collaborating with Oriflame Cosmetics: Catalogue Production, Special Print and NPd.
- 2006 12 – 2008 01 **AD, Oriflame Cosmetics, Malmö.**
Responsible for the design production of Oriflame's catalogue world wide.
- 2004 11 – 2006 12 **AD / graphic designer / concept developer, Panduro Hobby, Malmö.**
Head of packaging design department.
- 2003 04 – 2004 10 **Founder / AD / designer / project manager, Norm, Malmö.**
Communication responsible and project manager for Norm, a company that manage pilot projects, aimed at product development for designers in the production industry. Norm exhibited the results of this process at fairs such as Citizen Citizen, NY and 100% Design, London.
- 2001 11 – 2002 12 **Founder / AD / graphic designer, Restaurant Katalpa, Lund.**
Founder of a gourmet restaurant with modern skånsk-french cousin. Responsible for the total experience – interior, music, graphic profile and events.
- 1999 11 – 2001 08 **Web AD / graphic designer, Attraction, Malmö.**
In charge of visual communication at web agency Attraction. Developing major campaigns and sites for Chrysler, Peab, Rapidus TV, RFSL, Procordia Food and Thule.
- 1998 08 – 1999 06 **AD / graphic designer, Levi Strauss Nordic Region, Helsingborg/Stockholm.**
Head Art director for Levi's Nordic countries. Produced logos, catalogues, ads, pop material, magazines etc. Collaborated with display designers and stylists at fashion shows.
- 1997 10 – 1998 08 **AD / graphic designer, Interact Stockholm, Stockholm.**
Interact Stockholm collaborated with miscellaneous culture and art based projects during the European Capital of Culture 1998 in Stockholm. Worked in a team for a project called Undergrounded – a digital interaction between Stockholm and Tokyo's metro stations and Gekko – a music and art festival at Münchenbryggeriet, among other events.
- 1993 01 – 1997 06 **Junior AD / graphic designer, Motor Reklambyrå AB, Helsingborg / Malmö.**
Motor was my school of advertising and graphic design, then one of Sweden's top ten agencies. Started as layout editor and ended up as a junior AD.

EDUCATION

- 2007 Lightning, RMI Berghs
1998 Multimedia, MacMeckarna
1986 – 1989 Upper secondary technical school

LANGUAGE

- Swedish Mother tongue
English Fluent in speech and writing
Danish Basic knowledge in speech and writing

IT SKILLS

Solid knowledge in Adobe Creative Suite/CC.
Working knowledge in HTML, CSS and WordPress.

References upon request.

